

Good Food for All

Here's a smart way to create a new restaurant concept: Build an eatery that you'd like to patronize.

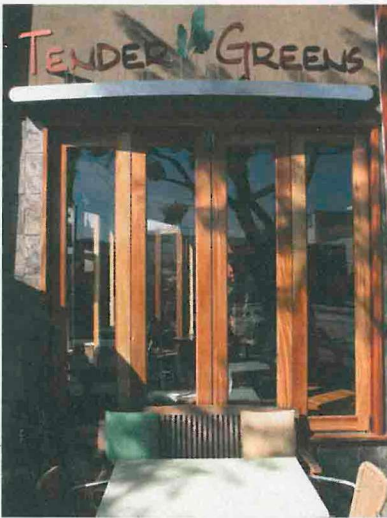
The idea behind Tender Greens was "local, craveable, healthy food at a price people could afford daily and fit into their busy lives," co-founder Erik Oberholtzer says. "It was the type of place that we wanted to eat at on our days off."

The first location opened in 2006. The core menu consists of big and simple salads, sandwiches, hot plates and soup. "If we can make it from scratch, we do," Oberholtzer says. "We use ingredients that your grandmother would recognize."

Daily specials allow chefs to express individual creativity;

menu offerings could include house-made porchetta sandwiches, grilled pork loin with seasonal fruit relish, chicken pot pies or beef empanadas.

The original idea was to create an ambiance that would make guests feel "as if they were being welcomed into our home," Oberholtzer says. Management uses recycled or reclaimed materials whenever possible; restaurants average about 3,000 square feet, plus outside patio seating. "Our goal is to create a space that's comfortable, urban ... cool enough for a date and relaxed enough to grab a bite on the go." **STORES** — Liz Parks



TENDER GREENS

Culver City, Calif.

Founders: David Dressler, Matt Lyman, Erik Oberholtzer

Locations: 12

www.tendergreens.com

