

## Joe Faro '91



With over 25 years of experience in the food industry, owner Joe Faro grew up appreciating the true artisan craftsmanship behind creating great food.

While he started working at his parent's corner bakery as a child, it was at the University of New Hampshire that Joe's ambition surfaced. Deeply passionate about food and eager to put his entrepreneurial skills to use, Joe entered his concept for Joseph's Gourmet Pasta and Sauces into the UNH Whittemore School's Holloway Prize Competition, and won second place. True to himself, Joe remained confident in his products' potential to win over a quality conscious clientele. He spent long hours in the kitchen perfecting his pasta and sauce recipes, and set out to sell them to restaurants & hotels in the Boston area.

Over the next 18 years, Joe grew Joseph's Gourmet Pasta and Sauces from a college business plan to over \$60 million in revenue. In 2006, Joe sold the company to Buitoni, a division of Nestle' Prepared Foods. After a brief retirement, Joe was onto his next project: Tuscan Kitchen and Market in Salem, NH; a brand now recognized throughout New England for creating a true artisan Italian experience through regional scratch Italian cuisine. But that's not all! Tuscan Brands has since expanded into Burlington, Massachusetts, Portsmouth, NH and Seaport Boston.

Joe's love of creating doesn't stop there. His newest development is the transformation of the 170 acres of Salem, New Hampshire, formerly known as Rockingham Park. "Tuscan Village" will feature more than two million total s/f of mixed use downtown center style residential, retail and office space; including over 600 residential units, a luxury hotel, movie theater, green space, and several restaurants, including its flagship Tuscan Kitchen & Market. His vision is a true destination where people can "live, work, stay and play".