

Friday, May 21, 2004

Volume 109, Number 21

City gets a new dining experience

By **ERICKA C. WHEELER**
Staff Writer

This week, the North side of Indianapolis got a taste of West Coast style cooking as *taste café and marketplace* opened its doors to neighborhood residents and workers.

Owned and operated by Deidra Henry and her partner Marc Urwand, the two came from running large-scale restaurants in California where Urwand learned that making food look pretty is not the winning ticket to customers.

"Presentation is more than just making food look pretty. It should evoke emotion and stimulate the senses throughout the entire meal. My passion is creating delectable food, which is beautifully presented because this is such an important part of the dining experience," Urwand explained.

"When cuisine is artfully presented, you know the ingredients are fresh, the recipe was well-executed and the preparation was precise," he said.

The two wanted to take a break from working for large companies and began exploring ways to provide Indianapolis with a taste of what the city has been missing — marketplace-style food.

Henry came from being executive chef at MoonShadow restaurant in Malibu, Calif., as Urwand obtained experience as a chef in million dollar hotels. The two collaborated to return home to Indianapolis to open their own smaller-scale restaurant.

"We decided that the city of Indianapolis needed a place like this about a year ago. We wanted the perfect location so we waited until we found it. I was a little homesick as well, so I decided to ask my sister to come in and help me out on the whole process of starting this business," Henry said.

The location is important to the two chefs, as they both agree that their 52nd and College Avenue location is not close to any other grocery store, which may be good for their business but inconvenient for their neighborhood residents.

"The closest grocery store is Safeway at 56th and Illinois or Marsh at 62nd and Keystone," Henry said. "We are in no way trying to compete with Marsh but we have a nice place for people to come and dine in or just sit and have lunch."



Part-owner Deidra Henry prepares ready-to-go meals just days before the opening of her new restaurant *taste café and marketplace*. Henry and her partner Marc Urwand both relocated to Indy after working in California for over a decade. (Photo/E. Wheeler)

The newly remodeled location at 5164 N. College Ave., which used to house a floral and design studio, took a six-month construction to become what is now the restaurant and marketplace.

When asked the total cost of construction Henry said, "Let's just say that it took six figures. We signed a lease in December and we completely gutted the place."

What's different about *taste café and marketplace* is that it can also be used as a place for social gatherings for interested residents.

"We are different because we are unlike any other place in Indianapolis," Henry said.

Henry added that the success of starting a business is all due to the support of her general manager and sister, Dana Henry Amos.

"My sister is a very important part of me coming home and starting this business. She has supported me and I appreciate all that she has done to help establish this business."

Specialty items at the *taste café and marketplace* include their fluffy omelets serving Tuesday through Friday from 7 to 11 a.m. On the lunch menu are a selection of salads, soups and another specialty item — their bittersweet brownies.

Taste café and marketplace is located at 5164 N. College Ave. For more information or to view a menu selection, visit their Web site at www.tastecafeandmarketplace.com or call (317) 925-CAFÉ (2233).