FYI Philly

Artisan Exchange

Airdate: TBD

Stand up/ Anchor Lede:

Take PKG, TRT: 1:42

**VO:** At the artisan exchange, owner Frank Baldassarre helps food lovers do what they do best.

**SOT w/ Frank Baldassarre, Owner/ Principle of Artisan Exchange**   
14:1854 anybody who has a passion for their product and wants to enter the space can come to the Artisan exchange and we can help them

**\*SNIPE:** the space is 30,000 square feet and located in West Chester

**VO:**It’s a place for local entrepreneurs to build a business in the food industry. They provide a commercial kitchen, a retail market and distribution services.

**SOT w/ Frank Baldassarre, Owner/ Principle of Artisan Exchange**14:21:42 These are 71 business that are providing not only great food and other products to the market but creating jobs within our community.

**VO:**  
Haigis Fine foods owner Karseen Haigis began at the artisan exchange. Today he owns his own shop and gets to share his heirloom sourdough breads with the community.

**SOT w/ Karseen Haigis, Owner Haigis Fine Food**11:27:06 We started there at the market and it was an immediate success. And we grew together with the market, and even today we ~~are... we are.. uh...~~ still show up to the market every Saturday.

**VO:**That weekly farmers market is open to the community year round and helps Italian chef Brenda Riccardi get to know her clients.

**SOT w/ Brenda Riccardi of BrendAmore**  
13:29:33 I do the farmers market every Saturday, I make such a personal connection with everybody. You know where it’s coming from, you know there is a lot of love put into it and you know it’s going to be good.

**VO:**  
For sister entrepreneurs Deanne and Kristen, working at the Artisan Exchange was their new start.

**SOT w/ Deanne Boucher, Co- Owner Sorelle Cucina**   
13:50:56 kind of at the same time as I was leaving corporate America, and she was looking to get back into the work force decided to kind of join together and come up with something, that’s where Sorelle Cucina was kind of created.

**VO:**  
And it only takes a few weeks to get up and running.

**SOT w/ Deanne Boucher, Co- Owner Sorelle Cucina**   
13:57:03 We were both amazed how quickly we could get set up, and the amount of resources they have. 13:55:55 they were extremely helpful in every step of the way.

**VO:**Everything from soup to nuts is created at the Artisan exchange and the recipes are both new and old.

**SOT w/ Frank Baldassarre, Owner/ Principle of Artisan Exchange**  
14:22:19F- We gave an opportunity to preserve the recipe that goes back to their grandparents or great-grandparents. It’s a snapshot of America in one picture

**VO:** The artisan exchange has helped over 130 business begin and they don’t seem to be slowing down anytime soon.

**SOT w/ Frank Baldassarre, Owner/ Principle of Artisan Exchange**  
14:24:32 our vision is to have 10 of these throughout the region and area and have hundreds of small businesses uh, under our roof helping them really grow and thrive and produce.