

Bar ONE: beer and wine parlour

12518 Burbank Blvd
North Hollywood, CA 91607

8/5/2010

Dear Sir or Madam:

I am the owner of a small beer and wine bar in the North Hollywood/Valley Village area. I have spent the last 3 years creating a safe and enjoyable space for the adults in this area to congregate and enjoy the diversity of our communities. The Frysmith Truck team and its owner, Brook Howell, have been partnering with me once a week in creating an environment that is special for the area.

For many years, people who live in the valley have felt somewhat left out of the vibrant cultural scene in Los Angeles. I have received tremendous feed back from our guests who live in the neighborhood. They tell me how appreciative they are of Bar ONE, its atmosphere, the friendly people that frequent the bar and of course the wonderful dishes and the quality of The Frysmith Truck.

The relatively new concept of "gourmet" food trucks in Los Angeles has become a wonderful attribute for our city and its residents. When you stop and think about it, it's so L.A. We are a spread out community and many of us so desperately want to share vibrant culture like so many European and East Coast cities do. The "food truck phenomenon" has added to our ability to stay connected. People read about and comment on the trucks on Facebook and Twitter. The trucks then "roll" into their neighborhood and then there is that immediate and tangible connection between the online communities and the "real" communities. Food is so much a part of the human experience. It's like art, but you get to eat it and drink it!

The Frysmith team is top notch. They are respectful to our neighboring businesses. They will not open up when a neighboring restaurant is open, unless given permission by the restaurant owner or manager. If you saw the faces of the people who line up for the Frysmith or heard their comments, you would instantly know, that a small business like this, employing people in this economy, is nothing short of "what this town needs now!"

Sincerely

Sean Heitkemper
Owner
Bar ONE
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