

The Iron Tomato Web Site Content, Version 2

Su-Jit Lin for The Iron Tomato

Web Site Content

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VOICE:

Marketing Style – Direct Address

Rather than telling the visitor The Iron Tomato's personal take, this style focuses instead on coaxing a feeling out of the reader, then delivering information in a more matter-of-fact (but still personal) tone. It's more traditional of an approach when it comes to the bulk of the information, but the descriptiveness within the marketing paragraph and the cozier introduction give the delivery a much softer feel than just straight facts.

SEO:

KEY REPEATING WORDS:

These are words you may want to use or keep in mind for SEO (search engine optimization) purposes, since I used them liberally but organically in the content to communicate the feel and atmosphere of The Iron Tomato. These were terms that I focused on and that I feel really draws the customer in to that neighborhood, intimate feel, and words I used as inspiration for a warm tone.

Iron Tomato, chef, Italian, tradition, gourmet, neighborhood, family, award-winning, pizza, meat, hand-selected, house-made, chef, specialty, imported, local, best, fresh, locally-made, deli, high-quality, home-cooked, butcher, sausage, cheese, friendly, snacks, store-made, mozzarella, hand-made, mozzarella

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ABOUT US

The Iron Tomato is many things. It's a family project rooted in passion for authentic Italian culinary tradition. It's a marketplace that believes in offering only the finest products at accessible prices. It's a mealtime destination people get excited about, with home-cooked, restaurant quality meals made only with the freshest ingredients. It's the soul of Italy ... in the heart of Westchester.

We at the Iron Tomato take pride in the details that set us apart, from the warm, friendly atmosphere, engaging staff, and picturesque setting, to the incomparable selection of fine Italian goods. We emphasize affordable luxury, with pasta made in-house, artisan bread baked every morning, mozzarella shaped by hand, filled to order cannolis, and chef-created meals and sides cooked from scratch. Our buyers seek out the freshest in-season produce and best cuts of meats, the most notable regional specialties, and the most hard-to-find products, so that our community may enjoy the things that we enjoy.

We look forward to making your favorites our own, too, and stock our shelves based on your feedback so that you can rediscover items that bring you back to happy days past. At The Iron Tomato, we consider ourselves *your* market, an extension of the kitchen and pantry you share with your family at home. And since we're your personal market, anything is possible – all you have to do is ask.

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THE KITCHEN

We're all family in The Iron Tomato's kitchen, so it only makes sense that we cook like *you're* family, too. Like you do for your own home, Executive Chef Joe Giordano and his talented team of sous chefs shop our gourmet market every day to take advantage of our high-end product lines, in-season produce, and fresh ingredients. They create wholesome, from-scratch, restaurant-quality prepared foods and meals you can feel great about serving ... and even claiming as your own!

Our chefs are always up for a challenge, so if you're craving something special or have a recipe you just can't get right, come tell your friends here in the kitchen! We'll season, steam, grill, sauté, or marinate as you need. Maybe you want to learn a new way to use some of The Iron Tomato's products – send your purchase behind the counter! We'll be sure to whip up something unforgettable for you. Have a hankering for a certain ingredient, but don't know how you want it? Chef Joe's ideas are endless, and he'll make you your new favorite dish and maybe even name it after you.

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ITALIAN PANTRY

The most fun part of Grandma's kitchen – second to the dinner table – was always the pantry. Remember peering into what seemed like endless rows of canned goods, fragrant spices, and glass jars, wondering how they would all come together on the stove? Those were her staples, and so have become the basis of The Iron Tomato's Italian Pantry.

However, The Iron Tomato takes your basic pantry a step further, specially selecting products that complement our fresh produce, artisan bread, and house-made prepared foods. We carry modern necessities like aged balsamic vinegar in different grades; pure olive oil from all the regions of Italy; canned tomatoes of every kind; and hard-to-find products from the Old Country. Imported and rare items find their way onto our shelves, and a wealth of options in bruschettas, tapenades, and spreads guarantee that appetites will be ruined with tasty appetizers. And if that weren't enough, we also carry an assortment of D.O.P. products, and update your choices with an assortment of gluten-free goods.

Our selection is among the best for Italian gourmet, and it's your feedback that keeps it that way. If your pantry needs something special, let us know, and we'll add it to ours ... which is to say, yours.

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CATERING

Whether you're at an elegant wedding, a business meeting, classy dinner party, casual picnic, or just doing Sunday football with the gang, having a big fresh-cooked meal with familiar faces is always something to look forward to. Now, you can do it more often, playing both the host *and* the guest! Skip the stress of preparation and get right to enjoying the company of your guests, with a little help from the talented team in The Iron Tomato kitchen.

Our experience includes:

- Courteous event staffing
- Made-to-order 3- and 6-foot heroes
- Professionally presented hot & cold trays
- Gourmet sandwich platters
- Artisan cheese platters
- Sliced fresh cold cut platters
- Fulfilling wish-list requests

The skilled chefs at The Iron Tomato are ready to custom design a catering menu based on your taste, budget, event style, or any other preference or theme you may have in mind. Whether you need to feed your colleagues, family, or friends, The Iron Tomato is here to help, no matter the notice. We have a distinct advantage in fulfilling special or rush orders ... since we're also a gourmet market, most items are readily available and just waiting for your request. So ask away! We can do it all.

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DELI

New York is known for our delis and Italians are known for our cured meats – so it's only fitting that The Iron Tomato continues to bring these wonderful traditions together as *your* local delicatessen. We believe in affordable quality in our market, proudly carrying Boar's Head meats alongside our hard-to-find Italian specialties like speck, Coppa, and Bresaola. Our deli caters to all tastes, from your basic Boar's Head Ovengold turkey to our daily fresh-roasted turkey; from salami to four types of imported prosciutto – including three different aging points for Prosciutto di Parma.

Yearning for a favorite sandwich your mother used to make? Please, let us know, and we'll recreate it ... and make it even better, with baked-daily artisan bread and daring and delicious house-made condiments like roasted pepper mayonnaise and freshly sliced fennel. Anything is possible when an entire gourmet marketplace is at your disposal – just take a look at our prepared foods counter! With standard items – like Sicilian-style rice balls or 6-inch thick lasagna – and seasonal dishes all made from just-in ingredients, The Iron Tomato's deli display is what your corner deli looks like ... but all grown up.

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PIZZA

Everybody enjoys pizza – that’s a given. Toddlers, teens, and adults alike are drawn to the tantalizing scent of a fresh-baked pie, unable to resist what has become an Italian-American icon. But here at The Iron Tomato, we don’t just like it. We really, truly **love** pizza, which is why we put so much care into ours, using the freshest storemade mozzarella, the highest quality, lightly seasoned San Marzano imported tomatoes, and imported 00 flour designed for crisp, thin crusts. Our professional Italian brick oven is kept busy all day as we bake round Sicilian pizzas for the family and thin-crust Roman ones in both personal and large portions – alongside our overstuffed, oversized hot calzones.

Like everything else at The Iron Tomato, anything ordered from our pizza counter is made fresh – including our paninis, which we serve hot off the press ... the authentic panini press, that is! Our par-baked ciabatta bread finishes baking in our press for that satisfying, steaming crunch you also get in our pizzas and calzones, and come in any combination imaginable. Variety is just another spice at *this* pizza counter.

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CAFÉ

When you imagine yourself in Europe, what do you see? If you're anything like us, you see yourself sitting outside of a chic boutique café, sipping on a smooth cappuccino with perfect *crema* lining the cup, a plate of decadent, crumbling Italian butter cookies before you.

Well, The Iron Tomato's a lot easier to get to than that European bistro, so we've brought Old World tastes and traditions to the New, and of course, infused our own local flavor into it. Snack on our award-winning, filled to order cannolis under a picturesque umbrella while waiting for your frothy latte to cool. Treat yourself to a dish of any of our unique, locally made gelatos with a hot Harney & Sons tea. Nibble on renowned truffles made by community favorite Chocolations as you enjoy the outdoor feel of our indoor dining space. Our baristas are specially trained to pull the perfect shot of espresso, whether you intend to enjoy it by itself or with rich, steamed milk – an ideal complement to our fresh-baked cakes and cookies. With all of that available to you, why bother getting a plane ticket? Just pull up a chair, close your eyes, and savor the best of what Europe *and* the Northeast have to offer.

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BUTCHER

You remember those old butcher shops – the ones with butchers who knew your name and favorite custom cuts, who'd nimbly transform your purchases into neat brown papered packages? They made dinner a delight with delicious premium meats, savory house blend seasonings, fresh-made sausages, and of course, sage advice for preparing the cut of the day... having spent all morning with it.

The Iron Tomato brings that tradition back, our butcher shop specializing in hand-selected prime and choice beef, tender milk-fed veal, succulent pork in a wide variety of cuts, rich young lamb, and quality Bell and Evans chicken. A full-service, fully staffed step into the past, our butchers dry-age prime steak in-house and create inspired sausages daily – the old-fashioned way. Personalized sausage blends can be created to order, and we can roll, tie, marinate, prep, and even cook anything exactly the way you want it. It's up to you. As your friendly neighborhood butcher, it's our goal to bring you the freshest meats and the choicest cuts with the best flavor ... just like *your* family butcher used to do.

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CHEESE

Hard cheese, complementing a glass of fine wine; melting cheese bubbling on pasta in the oven; pungent soft cheese served as a spread. So different from one another, yet so much the same, bringing simple pleasure with every bite. Now The Iron Tomato is now making it a complex pleasure as we present a unique selection of locally made New England cheese and a broad spectrum of world-class international cheeses guaranteed to please every palate.

With a friendly and knowledgeable staff – including an on-site *Maitre Fromager* – to help you choose the perfect cheeses for your custom platter or just something to go with our big selection of specialty crackers, jams, honey, and balsamic vinegar, keeping up with our constantly evolving selection will be a fun challenge. Want a quick and healthy snack? Pick up one of our premade individual cheese plates, or treat yourself to some of our store-made Italian-style burrata or hand-made mozzarella!

Given a selection like *that*, you're bound to start craving some pickled finger foods to accompany your dairy delicacies. To add even more color to our already bleu, yellow, cream, white, and red cheese counter, our olive bar is kept fully stocked daily with a fantastic selection of imported peppers, artichokes, and white anchovies as well as olives. Strong or mild; fancy or basic; even our chef's salad blend of cracked Sicilian olives – as usual, The Iron Tomato's got everything you need.

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MOZZARELLA

Mozzarella, that most famous of Italian cheeses – prized in your childhood for its seemingly infinite stretchy quality, beloved in adulthood for its milky, mild flavor, fabulous texture, and variety. When you were young, mozzarella seemed to serve only as a necessary component of pizza and pasta, but what possibilities emerged as you became exposed to the many faces of this versatile cheese!

At the Iron Tomato, we aim to bring mozzarella to an even higher level than you've ever been exposed to, hand-making our true artisan cheese by the best in the business in some of the best ways in the world. Our house mozzarella shows how multi-faceted this cheese can be – moist and delicious the day it's made in a fresh caprese salad with tomato, basil, and extra virgin olive oil, or just as good as a snack later on, rolled in prosciutto, eggplant, or whatever strikes our cheesemaker's fancy.

For the purist in you, our market uses our very own fresh mozzarella to top our pizza, bake into our lasagna, and layer our sandwiches, in a classical style with an Iron Tomato elegant twist. For the gourmet in you, we specialize in handmade burrata stuffed with a custom blend of stracciatella and imported panna cream, a special treat whose creamy center spills out in delectable luxury when split, and a guaranteed hit with a drizzle of olive oil and generous slice of one of our fresh-baked, crusty breads.