



The Artist Palate Wine Bar & Bistro
307 Main Street, Poughkeepsie, NY 12601
845.483.8074 www.theartistspalate.biz
info@theartistspalate.biz

Contact: Megan and Charles Fells
Phone: 845-483-8074

FOR IMMEDIATE RELEASE

**THE ARTIST'S PALATE CONTINUES TO CELEBRATE
BOTH CULINARY INNOVATION AND TRADITION
AS IT BEGINS ITS THIRD SUCCESSFUL YEAR IN POUGHKEEPSIE**

**EXECUTIVE CHEFS/OWNERS CHARLES AND MEGAN FELLS
INCREASE THEIR REGIONAL POPULARITY AND INFLUENCE
BY OPENING THE CASUAL PLATE IN WALKILL**

(Poughkeepsie, February 2008) – From the start, innovation and attention to detail have been signature marks of The Artist's Palate Wine Bar – Bistro. When the restaurant opened on Main Street in Poughkeepsie, an area that had languished for years, Executive Chefs/owners Charles and Megan Fells certainly raised eyebrows with their decision of location. But naysayers were soon won over by a combination of offbeat, sumptuous food and a décor that equaled anything available in the trendiest of downtown Manhattan bistros. What's more, the arrival of The Artist's Palate heralded a commercial renaissance on Main Street in Poughkeepsie.

Welcoming the start of its third year of operation in April, 2008, The Artist's Palate has become a popular destination for discerning locals, weekenders and adventurous New Yorkers. In addition, Charles and Megan Fells have become good neighbors to the area. In addition to serving meals six days a week, The Fells showcase the best of emerging local artists in their restaurant gallery every month. They are also consistent supporters of local community and charity events, pitching in with food, funding and friendship.

"We've found a good home here in Poughkeepsie," Charles Fells said, "and the neighborhood has opened its arms wide to accept us. We knew that Main Street could rebound with the proper introduction of vibrant new businesses and we are proud to play a role in that renaissance. Foodies with a sense of adventure are urged to find their way to our front door."

The swift success of The Artist's Palate is no mystery. The stylish, welcoming restaurant/gallery with its 70-seat diner capacity, offers contemporary American food in an elegant yet minimalist atmosphere, and pairs it with an extensive variety of unique wines and spirits. The food combines contemporary dishes with traditional favorites, highlighting the robust flavors of local and imported fine seafood, meat and poultry. Seasonal dishes and regional ingredients are *The Palate's* forte. Pioneering preparation of food, in combination with traditional favorites, adds to the dynamic of the dining

experience. The menu changes on a bi-weekly basis, embracing a large spectrum of cuisines. The Artist's Palate even offers vegetarian and gluten-free menu choices.

The wines of *The Artist's Palate* are no less intriguing than the food; more than 20 are by the glass and more than 70 come by the bottle, appealing to both novice and connoisseur. Or sample our wide array of specialty mixed drinks, dubbed "Artinis", a combination of either vodka or gin libations, enhanced by fresh muddled herb and fruit infusions.

Seating at The Artist's Palate for lunch is from 11pm-2:30pm on Monday-Friday; and for dinner, on Monday-Thursday from 5pm-9pm, and on Friday-Saturday 5pm-10pm. A jazz duo plays Wednesdays from 6:30-9pm. Conveniently accessible via the Metro North Hudson Line (just one stop after Beacon), The Artist's Palate is a premier venue for dining well in the Valley.

Building on the exuberant success of The Artist's Palate, Charles and Megan Fells opened The Casual Palate in late 2007 in Wallkill adjacent to The Kobelt Airport. Distinguished by an array of savory comfort food, pizzas, burgers, pastas and bar favorites. The Casual Palate has found its own faithful diners. Local reviewer Bill Guilfoyle, writing in The Times Herald-Record, called The Casual Palate "a very nice property tucked away in the woods" and "a fine addition to Wallkill, a restaurant that will grow into itself with time."

For interviews with *The Artist's Palate* Executive Chefs and Owners Charles Fells and Megan Kulpa Fells, please call 845-483-8074. Visit us online at www.theartistpalate.biz or come to the restaurant at 307 Main Street, Poughkeepsie, New York.

#



Charles H. Fells Jr.

Executive Chef and Owner
The Artist Palate Wine Bar & Bistro
307 Main Street, Poughkeepsie, NY 12601
845.483.8074
www.theartistspalate.biz
info@theartistspalate.biz

Profile:

A veteran of three decades in the Hospitality industry, Charles Fells combines a no-nonsense approach to culinary ingenuity. The result is *The Artist's Palate*, owned and operated with his wife, Megan Kulpa Fells. Charles Fells plays a key role in all aspects of the management of his flagship restaurant; this includes menu development, ordering, accounting, staffing and nightly service operations. His multifaceted industry knowledge, unique rapport with clientele, and meticulous attention to product quality mark his career and his successful ventures.

Background:

In April 2006, Fells became Co-Owner and Executive Chef of *The Artist's Palate*, Poughkeepsie, NY, where he oversees all business operations, from purchasing to preparation. Cooking on the line of an open-kitchen, Fells integrates back-of-house and front-of-house knowledge in a lively and semiformal environment.

Prior to *The Palate*, Fells handled Account and Sales Management for U.S. Foodservice in 2004-2006; in 2002-2004, he did the same for Maines Paper and Foodservice.

From 2001-2004, Fells was Executive Chef at the *Busy Bee Café*, Poughkeepsie, NY, where he oversaw the development, ordering and executing of a weekly changing menu, as well as staff scheduling for eight employees.

From 1990 to 2000, Fells served as Executive Chef at *Williams Lake Hotel and Resort*, Rosendale, NY. There, he oversaw a 125-seat dining room, as well as two separate 150-seat dining rooms for private functions, ordering all food and beverage inventory and supervising 35 employees.

From 1998-1999, Fells was Co-Owner and Chef for *The Clove Café* in High Falls, NY, an 85-seat fine dining restaurant, serving an upscale clientele from NYC and Westchester.



Megan Kulpa Fells

Executive Chef and Owner
The Artist Palate Wine Bar & Bistro
307 Main Street, Poughkeepsie, NY 12601
845.483.8074
www.theartistspalate.biz
info@theartistspalate.biz

Profile:

The revered Catherine Street Community Center nominated Megan Kulpa Fells for the Distinguished Woman in the Food Service Industry in 2007. This distinction was fitting recognition for a foodservice veteran who has shown verve and ingenuity in a profession dominated by men. A leading light in the culinary art world, Fells is at the heart of the success story of *The Artist's Palate*, her first venture as Executive Chef and Co-Owner with husband Charles Fells. In fewer than three years, *The Artist's Palate* has not only survived in a challenging market; it has thrived. Its clientele hails from all over the tri-state region, and boasts appreciative guests who regularly make the trek up from Manhattan for its distinctive food. Megan Kulpa Fells's star is on the rise.

Background:

Since May 2005, Megan Kulpa Fells has served as Co-Owner and Executive Chef of *The Artist's Palate* in Poughkeepsie, NY, Kulpa Fells manages all kitchen and front-of-house duties. Working with Co-Owner and husband Charles Fells, Kulpa Fells introduces continual innovations that have made *The Artist's Palate* one of the biggest business success stories of the county.

From 2004-2005, Kulpa Fells served as Executive Chef for the *Dutchess Golf and Country Club*, Poughkeepsie, NY. She consulted on the new kitchen for the 280-seat clubhouse, trained and supervised the 10-person kitchen staff, configured computer system for point of sales and member accounts, and was responsible for all catering, a la carte and vending services.

From 2003-2004, Kulpa Fells was Executive Chef for *23 Broadway*, Kingston, NY, where she supervised daily operations and kept the restaurant supplies fully stocked. Fells coordinated the restaurant's participation in such high-profile regional events as *A Taste of the Hudson Valley* and *A Taste of New Paltz*.

From 2001-2003, Kulpa Fells served as Sous Chef at *The Hudson House* in Cold Spring, NY, where she managed a six-person kitchen staff which served a 130-seat dining room.

In 2000, Kulpa Fells in 2000 was Chef at the *West Park Winery* in West Park-on-Hudson, NY. There, she managed a team of Culinary Institute of America student cooks, executing high-end catering events for parties of up to 350 people, and consulting clients on menu items and design.



The Artist Palate Wine Bar & Bistro
307 Main Street, Poughkeepsie, NY 12601
845.483.8074
www.theartistspalate.biz
info@theartistspalate.biz

The Artist's Palate **About the building and restaurant interior**

The Artist's Palate occupies the former ground floor of the opulent and historic M. Schwartz & Co. department store. From the early 1900s through the early 1980s, M. Schwartz & Co. was known for its lavish array of clothes for men, women and boys. Schwartz was one of a number of prestigious merchants which flourished on Main Street in the late 19th and better part of the 20th century. Restoring Main Street to its former grandeur was one of the prevailing reasons why Charles and Megan Fells decided to open *The Artist's Palate* in this area.

Architect Alan Baer sought to honor the history of this building, while also reconfiguring it for dual purposes: as a restaurant and dining room space for a wide range of occasions as well as a gallery space for exhibiting local art. The preservation of the ornately designed tin ceiling recalls the elegance of a bygone era. Moreover, much of the interior is crafted from recycled materials, including the bar. It features 150-year-old wooden floor joists, taken from the ruins of formerly grand buildings in the neighborhood. The bricks that line the front of the kitchen area also originate from the neighborhood and are more than a century old.

Furniture designer Jeff Johnson has chosen a sleek, tan chair to accompany the blond tables, which are put in relief by the opal walls trimmed with grey. Set into these are massive alcoves, ideal for showcasing artwork.

The restaurant's dining room seats 70 people. The bar accommodates seven people, and there is room for three at the chef's table, opposite the open kitchen.



The Artist Palate Wine Bar & Bistro
307 Main Street, Poughkeepsie, NY 12601
845.483.8074
www.theartistspalate.biz
info@theartistspalate.biz

Contact: Megan and Charles Fells
Phone: 845-483-8074

GENERIC LETTER TO REPORTER (to be customized for each reporter)

Dear REPORTER:

Most restaurants are the same. They open to a flurry of curiosity and reviewers line up to sample their meals. If they receive a decent grade, they survive the first year and then live out their days by coasting on their reputations.

But The Artist's Palate in Poughkeepsie is different. A hit upon opening, this restaurant continues to serve innovative meals and change their menus. And beyond the kitchen, they continue to make news.

Co-owners and Executive Chefs Charles and Megan Kulpa Fells took a gamble when they opened their bistro on a struggling stretch of Main Street in Poughkeepsie. Yet their vision paid off; not only has their restaurant thrived, but the entire block is enjoying a renaissance. New stores, galleries and eateries are moving in.

The Fells are not the type to rest on their laurels; late last year, they added a new restaurant to the family: The Casual Palate in Wallkill adjacent to a small airport. Serving comfort food and hearty tavern fare, The Casual Palate has become a destination in an area infrequently traveled. More growth is planned for the future.

The Artist's Palate in Poughkeepsie is more than a local restaurant; it's a good neighbor that gives back to the community. The restaurant gallery showcases the works of a new local artist every month. And The Fells are among the first local merchants to roll up their sleeves and pitch in for local charity and community events that fuel the improving quality of life in this neighborhood.

Consider The Artist's Palate and The Fells for upcoming articles/segments that go beyond the typical restaurant review and merchant profile. Consider The Fells when you file pieces on the following topics: the growth of Poughkeepsie, culinary and nutrition trends, holiday food ideas, party drinks and even pieces on architectural design.

Thank you for your interest and I welcome the chance to work together.

THE PUBLICIST



The Artist Palate Wine Bar & Bistro
307 Main Street, Poughkeepsie, NY 12601
845.483.8074
www.theartistspalate.biz
info@theartistspalate.biz

Contact: Megan and Charles Fells
Phone: 845.483.8074

THE RESTAURANT PHILOSOPHY OF CHARLES FELLS

“The impetus behind The Artist’s Palate was pretty straightforward: Megan and I wanted it to be the kind of restaurant we would be likely to visit on our nights off from work.”

“I could have opened our restaurant in Rhinebeck – but then it would have simply been another high-toned bistro. I’ve never followed the pack. And since I grew up in Poughkeepsie and remember its golden era, I felt an obligation to return here. People thought we were crazy to open our restaurant on Main Street, which had seen better days. But call it nerve or foresight, we simply had a feeling this was the right location. And we’ve been rewarded with a successful business, faithful customers and a dramatic upsurge in the look and activity on Main Street. We’re proud to have helped make a difference.”

“We spend all of our spare time reading food magazines and food history books for new ideas. But we’re not about being trendy here at The Artist’s Palate. We keep it different and offbeat. For instance, I came up with a few Italian-Asian fusion dishes. That was completely my own whim, and thankfully our customers welcomed it. We try to keep it different.”

“People warned us that Mid-Hudson Valley diners liked to play it safe with their taste buds and would resist any innovations. As per usual, I ignored that information. We’ve offered some exotic game on the menu – from venison to kangaroo – and people were not only willing to try it, they came back for more. I refuse to underestimate this region’s diners, and I’ve been rewarded with a steady local clientele, as well as an influx of discerning Manhattan foodies.”

“Revolving our menu every two weeks may seem like madness, but there’s a shrewd reason behind it: I’m keeping the offerings fresh not only for our customers, but for the kitchen crew as well. If we’re preparing the same thing over and over, it’s going to become stale for the cooks and the servers. By changing the menu, we maintain a variety and enthusiasm that the diner can see and taste.”

“The people who work here at The Artist’s Palate are like an extended family. We insist that everybody have a say in the operations of this place, as well as the menu – from the servers to the kitchen staff. That democratic involvement means that there’s always a steady flow of new ideas, and the restaurant benefits from that free exchange.”

“We live for the satisfaction of the customers. When they come to our restaurant, they’re essentially entering our living room. And we want to make sure they leave happy and satisfied. We’re in his business for the love of it, first and foremost. Every month, we make a point of responding to the comment cards that people leave behind – whether their feedback was good, or bad. We write back to them personally because we want them to know we really care.”



The Artist Palate Wine Bar & Bistro
307 Main Street, Poughkeepsie, NY 12601
845.483.8074
www.theartistspalate.biz
info@theartistspalate.biz

Contact: Megan and Charles Fells
Phone: 845.483.8074

THE ARTIST'S PALATE GOOD FOOD, GOOD NEIGHBORS

The growth and success of The Artist's Palate has gone hand-in-hand with the renaissance of Poughkeepsie. Since the 2006 opening of the restaurant, Charles and Megan Fells have played a major role in spearheading the resurgence of Poughkeepsie's Main Street businesses.

But their work does not stop there. They open their restaurant gallery to a new local artist every two months – and allow people to exhibit and sell works without taking any commission. In addition, Charles and Megan Fells have become consistent and reliable volunteers and contributors to community events and area charities, donating both food and service.

Among the local organizations and causes supported by The Artists's Palate are:

The Dutchess County SPCA

Barrett Art Center

The Mid-Hudson Children's Museum

The Mill Street Loft

Winnakee Land Trust

Locust Grove Sunset Sensations summer program