

## Urban Farmer Undercover

### Sowing the Seeds

If history is any indication, **Urban Farmer Cleveland** will become one of the top dining spots in a city with an already strong culinary scene. The outpost in Portland is critically acclaimed (named one of the best steakhouses in the U.S. by Travel + Leisure), as are Sage Restaurant Group's eight other concepts. This will be the company's first sequel, after what Karpinski describes as a phase of creating a "library of great concepts" that could be replicated. The dynamic young leader brought the restaurant division to Sage in 2005 and he's now ready to start building out individual brands.

### Follow Sage Restaurant Group's latest project

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Follow Sage Restaurant Group every step of the way as it works to open Urban Farmer in Cleveland next April. The modern steakhouse is part of an \$80-million hotel project.



A rendering of what Urban Farmer, Cleveland's Steakhouse and the new Westin will look like.

## Urban FARMER UNDERCOVER

### From start to finish

- [Who is Sage Restaurant Group?](#)
- [Sowing the seeds](#)
- [On the ground in Cleveland](#)
- [Gallery: Riding along with Sage](#)

Sage Restaurant Group was recently named one of *The Coolest Multiconcept Companies in the Land* by *Restaurant Hospitality*, and now Peter Karpinski and his crew are opening a restaurant next door to where we work.

We've always wondered how a great restaurant comes together, and we've covered all the individual facets of different projects through the years. But now we've got one of the big guys creating a restaurant right next door to our offices. How could we not take a peek inside and try to follow the progress from start to finish?

We've been given exclusive access and will regularly get updates from Karpinski and his team as they visit Cleveland to create their modern steakhouse concept.

Urban Farmer Cleveland is scheduled to open next April. We'll monitor the project from now until then (see the list of stories inset to the left), providing an inside look at the making of a restaurant, from design and construction to hiring and training to

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