

Project Profile



Location:

6101 Penn Avenue
Suite 601
Pittsburgh, PA
tablemagazine.com

County:

Allegheny

Description:

Business Development
Loan

Total Project Cost:

\$230,000



TABLE Magazine

People:

Christina French loves words, fine food, and the Pittsburgh area. So the advertising and marketing pro launched TABLE Magazine to highlight all things culinary in southwestern Pennsylvania – and more. “Food, for us,” says Christina, “is the platform to address many other issues that impact growth and economic development in the region.”

Progress:

In this case, it took a few cooks to get the broth just right. The University of Pittsburgh Small Business Development Center helped Christina plan the magazine. Enterprise Bank provided start-up financing. The Progress Fund arranged \$80,000 in working capital through the Small Business Administration.

And The Progress Fund is introducing TABLE to food-oriented tourism businesses, many of which are its clients.

Impact:

“We’re trying to encourage people to explore the region, using food as a catalyst,” says Christina. TABLE’s “Love of PA” section maps out short, succulent trips and long, luscious weekends, and other sections focus on the benefits of fresh, locally grown produce. “Food isn’t just what’s on the plate,” says Christina. “It’s an expression of our unique regional culture and lifestyle.”

The Progress Fund is an equal opportunity provider and employer.

