

NOFO^g FAQ'S

NOFO @ the Pig 2014 Fairview Rd., Raleigh NC 919-821-1240 www.nofog.com

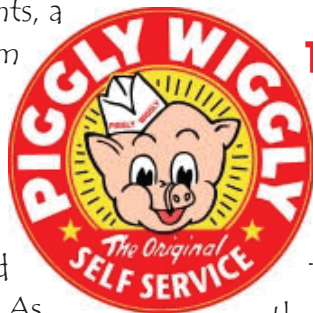
NOFO @ the Pig is an odd name for a business; and we have found that folks are curious about the when, where, how and whys of our origin and decor. We overhear customer comments like "you know this was once a Winn Dixie," and we often get telephone requests for whole pigs for a pig picking. So, we have set about here to answer some of the most frequently asked questions about NOFO @ the Pig.

Our Neighborhood

The intersection of Glenwood Avenue and Fairview Road is known as Five Points, named for the neighborhoods that surround it: Hayes Barton, Bloomsbury, Vanguard Park, Roanoke Park and Georgetown. 2020 is the 100th birthday for Hayes Barton.

In the early 1900s the intersection was the end of the streetcar line operated by the power company, Carolina Power & Light. North of the intersection, the power company built an end of the line attraction to entice weekend riders. The 100 acre Bloomsbury Park boasted 8,000 lights, a roller coaster, ice cream parlor and arcade.

In the early 1920s planned neighborhoods were laid out and houses constructed near the street car line. As streets were paved, cars and buses replaced the streetcar and it shut down in 1933. The subdivisions remain as popular today as they were 100 years ago.



What does NOFO Stand For?

In May of 1997, The North Fourth Collection opened its first store in the Art District of Wilmington in an historic 1913 building on North Fourth Street. The name was quickly stumped to NOFO.

The store later moved to The Forum shopping center and added a cafe. NOFO @ The Forum closed in 2012. NOFO on Liz in Charlotte was open from 2005-2009.

The Piggly Wiggly

The Piggly Wiggly Grocery chain was founded in 1916 in Memphis, Tennessee. It was the the first self-serve grocery store in the country.

In 1952, Jack Morgan opened the Tip Top grocery in Five Points and in 1958, took on the Piggly Wiggly franchise. Everyone who lived nearby simply called it "the



Pig," and the neighborhood was distraught when it closed in 1998.

The Pig was known for its butcher, its chickens, its holiday country hams, and its friendly, helpful staff.

Remodeling

The process of remodeling the Pig into NOFO began in 1999, with the help of architect Ted Van Dyke, designer Michael Steiner and Prime Builders.

We cut a hole in the main floor, added the glass window wall, the staircase, a kitchen, bathrooms and repurposed the dark lower level into the cafe. NOFO @ The Pig opened on December 13, 2001.

We were very proud to receive the Sir Walter Raleigh Award for helping to improve Raleigh's appearance. We also won the 2002 American Society of Interior Designer Hospitality Award.



The Chandelier

Our colorful dancing pig chandelier was designed by Marshall Dunlap, with a little input from Michael Steiner and Jean Martin. It was made in the Czech Republic by artisans Marshall knew.

The crown is the old grocery store HVAC vent that hung over the Pig's cash registers upstairs. We gussied it up with neon lights.

The chandelier was on a ship in the New York harbor on 9/11. The entire Port Authority was in chaos for months, and we opened that December without it.

The Mural

Michael Steiner had a black and white photograph of the Pig's interior blown up to seven feet. He arranged for Durham artist, Richard Prazon, to paint the actual employees on the photo in color. Richard added three generations of shoppers and a playful pig running from the butcher.

Our Stately Oak

When we opened, our deck was shaded by the limbs of a lovely old oak tree. Although

the occasional acorn would plop down into a guest's soup or bop a diner on his head, we loved that tree.

Sadly, we lost our oak tree along with the deck railing in a storm. Today, the deck is shaded by an awning and we have placed a flagpole in our stately oak's stump.

The Bar

The idea of constructing the bar from Piggly Wiggly food cans sounded simple, but it turned out to be a challenge. We learned we could not buy the empty cans but could purchase cases of canned vegetables from the Piggly Wiggly Central warehouse several hours away.

Once we had the cans, they had to be carefully opened so as not to ruin the labels and then washed. What we had not thought about was the amount of vegetables we would have that were no longer inside the cans. So, we did what any true foodies would do. We made soup, a whole lotta soup, and took it to the Soup Kitchen. Then, we set about to build a bar.

The Outdoor Pigs

Michael Steiner designed the outdoor marching pigs as window dressing and as bike racks for our guests. They were sculpted by Millscape in Raleigh.

Artifacts

Tip Top Grocery Sign

Hangs in the front stairwell.

Piggly Wiggly Sign

Originally hung on the back side of the building, it now hangs over the booths in the cafe.

Clock

The clock by the front entrance to the market is original to The Pig.

Wooden Letters

The painted wooden letters used to designate the grocery departments have been repurposed in the market and cafe.

Grocery Carts

Repurposed as outdoor planters.

Round Piggly Wiggly Sign

Hangs in the market.
From another Piggly Wiggly.

Produce Cooler

Original to this building, now filled with toys in the Market.

Pictures in Cafe

Original ads, memorabilia and photos of actual Pig employees.

