

# Client: Russell Lands alexander city, alabama

## Design & Programming

Rising out of the hilltop, the SpringHouse Restaurant treats diners to local cuisine served in rustic, casual elegance. The main dining room features an inglenook—a large, functional walk-in fireplace, which served as the center of the home in medieval times. The inglenook is used as a hot appetizer station during dining hours, and a classroom throughout the day. Handsome bars, rough-hewn beams, and hand-forged ironwork fill the main dining room, and a magnificent open kitchen, replete with a wood-fired pizza oven adds ambiance. The upstairs bar and dining area will focus on small plates and provide adults a place to relax and gather. Patios with working fireplaces flank the main dining room and upstairs bar. The private reservations-only dining room, the WellHouse, features a private garden for cocktails and receptions, a panoramic vista of the gardens, meadows, and surrounding woodland.

## Vitals & Vision

**Location:** Alexander City, Alabama

**Web Site:** www.russelllands.com

**Seats:** 154

**Private Dining:** The WellHouse – 12-seats

**Catering:** On and off site

**Signature Dishes:**

- Spit-Roasted Quail with frisée, poached farm egg and bacon sherry vinaigrette
- Roasted Pork Loin with squash gratin, homemade hominy and oven-roasted tomato vinaigrette
- Grandmother Mac's Fried Apple Pies with buttermilk ice cream

**Marketing Programs:** Wine Club

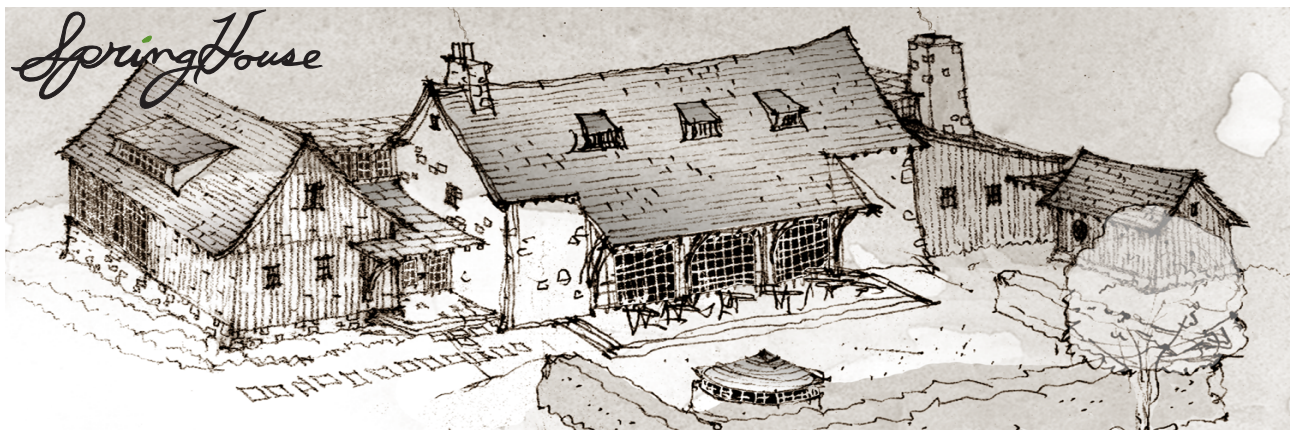
**Future Enhancements:** Organic gardens; on-site smokehouse; on-site gristmilling; fruit orchards

## Operational Oversight

When Russell Lands, the largest land-owning company in Alabama, decided to create a commercial center for its holdings on Lake Martin, they set out to make it as authentic and seamless as possible. Russell Crossroads was envisioned as a walkable recreation of a 1920s agrarian Southern town—one that could have been there when Lake Martin was created. An emphasis on local, sustainable, and community-building elements made up the first phase of its construction. Hastings Consulting was brought onboard to turn Russell Lands' dream into a reality. Chef Chris Hastings teamed with the SpringHouse general manager and executive chef to craft a menu that would honor the land, a business model that would make the most of its local resources, and a network of craftsmen and purveyors who could stock the restaurant with world-class products.

## Branding, Marketing, & Licencing

From its inception, the restaurant will cultivate lasting relationships with local artisans and purveyors, but the long-term vision includes access to an on-site organic garden, persimmon and apple orchards, apiaries, grinding local sorghum wheat and corn, and utilizing local charcoal production. As the lands are explored a detailed foraging map will be created for guests to see where on the Russell Lands their products were found. Artisans will eventually raise organic chickens and heritage-breed hogs. Those hogs will then be available for on-site smoking and curing, giving SpringHouse guests exceptionally fresh and local meat. As these elements come into focus, they will increase the emphasis which SpringHouse and Russell Crossroads put into the community of farmers, craftsmen, and purveyors.



Christopher A. Hastings  
205/873-1753  
chris@hotandhotfishclub.com

2180 11th Ct South  
Birmingham, Al.  
35205