

Charlotte

OCTOBER/NOVEMBER 2020

# HOME

DESIGN & DECOR®

DESIGNERS  
*at* HOME

*PLUS:*  
ONE-ROOM  
REVAMPS

ON THE MARKET





# BREAK BREAD TOGETHER

By Jim Noble

Photography by The Plaid Penguin

We've set a new record. From the time we said, "Let's do it" to when we said, "We're open," it took us six weeks. During a pandemic, no less.

Who would open a new business during the most uncertain and disruptive time since The Great Recession? Well, we did.

Granted, we already had the staff, the space, and the concept for Copain, and those typically eat up a large chunk of time when working on a new concept. But, to sit back and think about it, I'm still amazed.

When the pandemic hit and grocery stores were having a hard time keeping things stocked, we started offering produce, whole proteins, beer and wine, and fresh bread from Rooster's at SouthPark. Then our executive chef, Jason Neve, said, "Why don't we open Copain?" It didn't take much to convince me. It makes all the sense in the world, really. And if 2020 is a testament to anything, it's that things don't always go as planned, and the best thing we can do is make the most of the situation in front of us.

Although not technically entirely new, Copain has entered a new phase—Phase II, we like to call it. We've operated Copain in Phase I with online ordering and full-service catering since 2018. You could place an order and pick it up twenty-four hours later at Rooster's in SouthPark, or we could bring it all to you and set it up in your home or at a venue. It had always been our intention to open a storefront, but other things (Noble Smoke and Bossy Beulah's) got pushed to the forefront.

Typically, we work with a contractor and spend months picking out furniture and lighting and decorative accents, but for this one, we dug in and used some sweat equity. Our creative





director, Sarah Wrenn, assembled all of the IKEA shelves herself. We outfitted the space with fridges and a freezer that we already had on hand, and dressed them up with beautiful vinyl coverings featuring our brand artwork. We put up a temporary wall (the shop in its current state is only about one-third the size we eventually plan for it to be), painted the space white, installed some track lights, stocked the shelves with our prepared foods, gourmet provisions, bread and pastries, and opened the doors.

I've been able to use the phrase "a dream come true" a few times in the last few years. Noble Smoke and Bossy Beulah's Chicken Shack are two of the many, many blessings I've encountered along the way. And Copain is another. Selling daily loaves of bread coming out of *our* kitchen is a bucket-list item for me, and here we are.

Our goal with Copain is to bring you fresh, quality foods and provisions to help you eat well, entertain thoughtfully, and gather (safely). Whether you're entertaining your family of four for what feels like the 183rd night in a row, throwing a socially distant backyard barbeque for friends and neighbors, or delivering a meal to someone in need, we all could use some help in the kitchen. After all, Copain translates to "break bread together," and there is no better time than the present to do that. ♦



"COPAIN TRANSLATES TO 'BREAK BREAD TOGETHER,' AND THERE IS NO BETTER TIME THAN THE PRESENT TO DO THAT."

Chef **JIM NOBLE** is the executive chef and owner of **NOBLE FOOD & PURSUITS**. For more information, visit **NOBLEFOODANDPURSUITS.COM**.