

Out and About

CONTRIBUTING WRITER STEVE BRAMUCCI AND VIDEOGRAPHER SEGEO GOMEZ WERE OUT ON THE TOWN FOR COAST'S DIGITAL APPS THIS MONTH

Erik Cutter and his team at Alegria Fresh are thrilled with their new location at the Orange County Great Park in Irvine, and they're approaching it as a chance to innovate.

Orange County's guru of vertical hydroponic farming was dissatisfied with the planters he was using for the leafy greens that Alegria Fresh produces – so he modified the system with his own design. Cutter applies this same let's-go-for-it attitude to his new location.

"As we've grown, I've had to build farm after farm these past four years," he explains, "but it's all worth it to be in this space."

The location allows Cutter to experiment and engage the community by offering tours. As he strolls the grounds with guests, he's constantly breaking off greens to taste.

"If people taste the freshness, the intensity of flavor," he says, "they immediately get what we're trying to do."

The intensity of Alegria Fresh's veggies was painfully evident this month. When Cutter suggested trying a Cobra Chile, the flavor was indeed intense – intense enough to bring the video shoot to an abrupt end.

:: alegriafresh.com



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