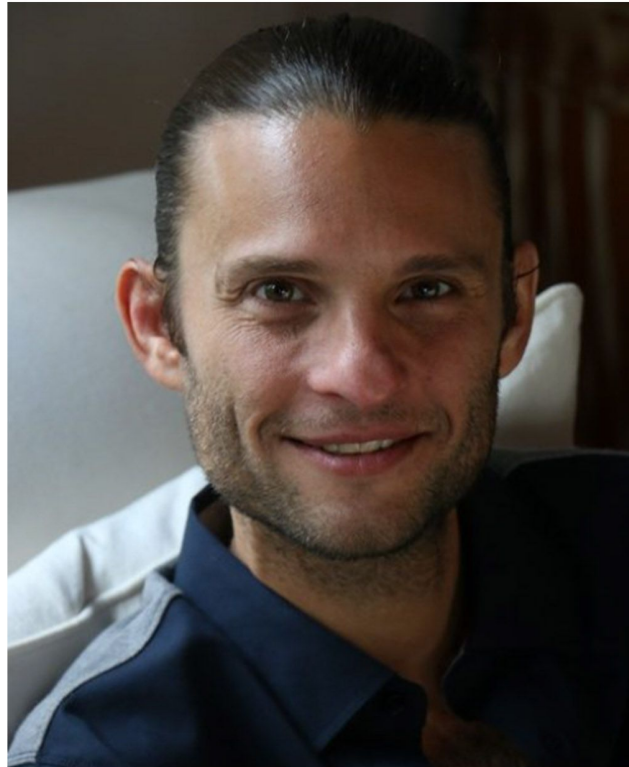


Meet Jason Gordon of Soul Tavern



Today we'd like to introduce you to Jason Gordon.

Jason, can you briefly walk us through your story – how you started and how you got to where you are today.

I have been a healthcare professional for twenty years. I am a doctor of Medical Qigong and have a clinic in Miami Beach. I also integrate several forms of healthcare into my practice such as acupuncture, herbal medicine, nutrition, craniosacral therapy and others. I have facilitated retreats, written books (Like a Finger Pointing to the Moon), and taught seminars and workshops in the healing arts and general well-being for many years.

I learned that people's lives change through experiences as much, if not more than through receiving information. As an entrepreneur, I wanted to launch a project that utilized that knowledge as well as offering a product and service that had a direct impact on people's well-being. Through a restaurant, we are able to provide healing food, interaction and atmosphere. And, we have been able to create a culture and infuse an intention into everything we do that creates the experience of a retreat while at Soul Tavern.

Soul Tavern is therefore an extension of my medical practice. We have the highest standards for the ingredients that go into our recipes and hold a high standard for kindness and compassion for the team that executes Soul Tavern's vision. As part of the concept, I have also created a proprietary line of 37 Chinese Herbal Elixirs that are served at the bar and also used in my clinic (and others) to address the needs of customers and clients.

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Overall, has it been relatively smooth? If not, what were some of the struggles along the way?

Everything worth doing will have challenges. This has been no exception. In fact, it has been one of the most difficult things I've done in my life. The thirteen months of construction before opening the restaurant was exhausting and challenging on every level. It felt like a constant battle. Holding the vision while managing the budgets was difficult.

I played the role of CFO and CEO, which are usually polarized. Being the voice of reason for myself while wanting to operate from a place of inspiration and spirituality was hard. Both voices needed to be present and in truth, once the concept was created and set in motion, the visionary was not as present as the CFO. I prefer to be the visionary so it made that year very stressful.

I also found that holding the vision while working with dozens of people was a challenge. Everyone has their opinion and their personal vision and making sure the team is aligned was a struggle. Plus, once things are in motion, it's very hard to change course during a construction project.

Making changes slow the process and while under construction the clock is ticking as loudly as any time in the business's life.

Now that the business is open and has had some time to settle, things are not easy. There is always something that requires attention, like caring for an infant, but I have more control over things, particularly who is part of the team and the culture that we are cultivating.

Please tell us about Soul Tavern.

Soul Tavern is a gastropub. It happens to be a plant-based gastropub but, non plant-based foodies love it just the same, which is why we hesitate to mention that. Our food is creative and wholesome but hearty. It's artful but also filling and satisfying. We have managed to create a restaurant that is as healthy as any on the planet, yet our patrons miss nothing from a restaurant that is not plant based or healthy.

We have created the restaurant where healthy foodies can feel like they're somewhere with atmosphere (and a full bar) while foodies less focused on health feel the same. We are 90% scratch made. We don't use any additives, preservatives, modified foods, GMO's, refined cane sugar, iodized salt, coloring, engineered oils, overheated oils, or anything that makes good food bad. The rest is the art.

Soul Tavern is also based in the 5000 year system of the five elements (fire, earth, metal, water, wood). Through our food, drink and atmosphere we are balancing the five elements. We are all made up of the same five elements, and when they are balanced within, we free up our energy to grow as human beings and to serve in our communities.

When they are out of balance, we are constantly maneuvering to find it. When you enter Soul Tavern, you're on retreat. Whether you know it or not, you're leaving more balanced and with greater health and well being.

If you had to go back in time and start over, would you have done anything differently?

I would have raised more money and hired more people. I ran myself around too much on this project and could have used more help.

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