

# Business Connection

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925.846.5858

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January 2016

## Business Spotlight

### Pleasanton now home to first organic fast food restaurant: The Organic Coup



The Organic Coup's practices are sustainable both on the business side and with their food.

**T**he Organic Coup is America's first USDA Certified Organic fast food restaurant, offering a clean alternative in the fast food sector. They opened their doors in Pleasanton in November of 2015 and their organic fried chicken is served in three ways – in the signature sandwich, in a wrap, or as a bowl. All of their ingredients are USDA certified organic. The Organic Coup serves organic sodas in a variety of new and different flavors, and offers organic gourmet dessert popcorn.

We are committed to setting a new standard in the fast food industry. Their practices are sustainable, both on the business side (their employees are the best paid in the industry) and with their food (they serve Mary's Organic Air-Chilled Chicken).

Erica Welton, founder of The Organic Coup, and Vicky True, president of The Organic Coup, both came from a Costco Wholesale background. Most of the business practices implemented at the res-

taurant come from the foundation that was built during their time at Costco. Erica's inspiration for The Organic Coup came from realizing that there was a lack of clean food

"Eating food USDA Certified Organic gives the consumer the confidence of the seal. This certification says the food is free of GMOs, toxic chemicals and pesticides, and livestock is raised without the use of antibiotics and added hormones. Organic supports family farms and tends to be more local. Organic farming practices also support regenerative agriculture which has a positive effect on our planet."

– Erica Welton, Founder

options when she wanted something quick for her kids. No one had tapped into the organic world in the fast food industry. Organic is something a greater number of consumers are embracing and there was an opportunity to offer organic in a new way.

It is important to The Organic Coup to have the opportunity to improve the fast food industry and change the conversation. It is rewarding to watch people enjoy the food and embrace the movement. They have been able to witness the begin-

ning effects as customers have come into the restaurant sharing their stories about why having The Organic Coup is important to them.

The Organic Coup is located at 4825 Hopyard Road in Pleasanton. Learn more at [www.theorganiccoup.com](http://www.theorganiccoup.com) or call 925-399-6719.



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