

PG&E - Marketing & Communications | Vallejo Provisions

[MUSIC PLAYING]

Vallejo, it's had a hard time.

But in Vallejo, people welcome you with open arms. They're really happy to support a business that's investing in their community. They support you right back.

So you've got this lovely diversity, but with the feeling of knowing everyone.

Buenos dias.

Good morning.

Good morning. Good to see you all. I'm good. How are you?

I landed here because I needed a catering kitchen, and this place, it had that. So I just started catering with no intention of serving Vallejo at all. And then people sort of caught on to the fact that good food was happening here. And they sort of wanted it. It just kind of snowballed.

It's always really friendly staff here for sure. You feel like it's cheers in a way. You come in, they know your name. It's great. To be honest, it's kind of very unique to Vallejo. It's a little gem.

Do you need anything else?

Nope. No brownies, right?

Yep.

Yep. Great.

Thank you.

Hi.

How are you doing?

Good, I'm Nicole.

Nicole, I'm Ron.

Nice to meet you.

Nice to meet you.

Yeah.

So I was a first line supervisor here, 17-ish, 18 years ago. Today, coming into Vallejo, it's like, you see the change. You see the things change at Vallejo. And it is going to come into your restaurant today, it's like, I don't remember a place like this--

Right.

--in fact. And I love it. I mean, this is-- I love the feel of your restaurant.

Thanks for coming in.

Yes.

This is the dessert case--

I heard about it.

--that we bought with the money from PG&E.

Gotcha.

I've been wanting a pastry case like this for a long time, actually. And when we got the grant, we were able to just splurge.

And I heard that the sales have went up ever since you put the case up.

Yeah, they've tripled. When you're walking by and you see all those amazing pastries, pretty hard to not buy them. The pastry chef, Fran, is a lovely human being, and she does a really beautiful job. And it helps that it's in a really beautiful display.

Yeah, girl, as usual.

Thanks. [LAUGHS]

My employees have been here for quite some time. I love them. And I've got people from everywhere. I've had people that have come in straight out of jail, with nowhere else to go, can I get a job here? And I'm like, probably, actually, yeah. Why don't we try?

The term that we use our work is leading with love and trying to show up the right way.

Right.

And you just, you could feel the vibe here at the restaurant.

Mm-hmm.

You can see it with your employees, and you see it with you.

Mm-hmm.

But it's impressive.

I have a very diverse, and fun, and interesting staff. They come from all different backgrounds and walks of life, and somehow we've all landed here, and it's like a bit of a fun family, actually. We care for one another and keep an eye out on each other.

The people that work here, we're all very hard-working. We put love into everything that we do here. Nicole always has our back.

I guess what I've loved seeing is the change that's happened just on this little corner and then has radiated out from this place. We're here now. There's some amazing little shops that have popped up around. It feels like we're trying to rebuild the downtown to a place that's safe, businesses can survive and thrive, and we all can support one another.

They got me through two pregnancies [LAUGHS] and the pandemic because they were just-- people wanted to get me meals. And I was like, don't. Just get me gift cards to Provisions. It's a good place when you're just needing a good boost. People know you and they know what you need. And sometimes that's just a really comforting thing in your community.

It's become less of just a small place to pick up some food and more of a place that people rely on. It's nice. But I feel beholden to this community.

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