

Taste Unlimited

Founded in 1973, gourmet food retailer Taste Unlimited has since grown to six Hampton Roads locations and an online business with more than 100 employees, selling hard-to-find treats and wines as well as its own popular products like its house dressing.

Peter Coe, Taste Unlimited founder, sold the business two years ago to local investors, but has remained on board to do the "fun stuff," he said.

"I teach cooking classes and buy the wine," he said. "It's been so much fun to see it evolve and see the industry evolve."

Coe said the business launched

at the right time.

"I started at a time when Americans were just starting to discover food and I lived in Hampton Roads when people just started to travel," he said. "Julia Child was on television and there was a demand for good food that nobody had."

Coe said now that grocery stores are expanding their gourmet and specialty food sections, things have changed.

"It forces us to become more creative," he said, such as operating and marketing the Web site as a separate location.

Father and son Peter Pruden III and Jon Pruden took ownership of the company in October 2006.

35
YEARS

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