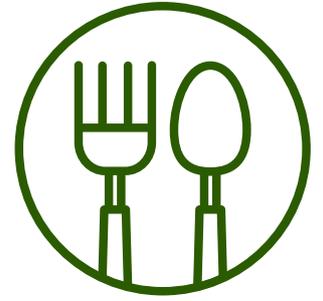


Food Destination: The Tame Fox



Brainchild of Central Coast food scene aficionado, **Luke Proust**, **The Tame Fox** café is emerging as one of the Coast's most unique dining experiences.

Located in the industry grounds at Erina and catering to a variety of culinary palettes and dining requirements, The Tame Fox is quickly developing a cult following due to its home-style hospitality, distinctive menu selection and memorable gastronomic experience.

We caught up with Luke to chat about contributions and changes to the Central Coast food and beverage landscape...and of course, chocolate tacos!

Q. What was the inspiration behind The Tame Fox?

My favourite book of all time is a children's book named *The Little Prince*. We named The Tame Fox after a character out of the book who befriends the Little Prince. The Fox says to the Prince: "It is with our hearts that one can see truly, that which is essential is invisible to the eye." And we took the essence of this to create The Tame Fox dining experience.

Q. What is different about The Tame Fox that makes it so popular with locals and visitors?

I have always found the places I love the most are the ones you feel most at home. When building this venue, it wasn't enough to just have a place for 'great coffee and food.' We wanted to build a community that people will gather around and feel at home. That's the most important part of this whole venture for me.

Q. How does The Tame Fox support the broader Central Coast food and beverage industry?

I have always believed in creating one community for hospitality venues on the Coast. By supporting each other, we are growing the calibre of our local food and beverage industry, which benefits all of us individually. I even like to wear [Terrigal café] Bellyfish staff shirts in my café!

We use local farmers at Mangrove Mountain to source avocados, citrus and stone fruit, as well as products from a number of other bakeries and local companies such as East Coast Juice, Ludo's Patisserie, Killarney Vale Bakery, Raw by Hara and more!

Q. You've been involved with the Central Coast food and beverage industry for a number of years. What have you witnessed is changing and where do you think it's headed?

For sure. People are dining out now more than ever. Over the last 15 years I have worked in the industry, I have found people have also developed a finer taste for food and have higher expectations. As a business owner, I know we have to be ahead of the game and give our customers more than ever before.

Q. What advice would you give any young people considering a career or looking to launch a business in the hospitality industry?

Crunch the numbers. Before I started this business, I knew how many cars drove through the nearby intersection (47,000 per day just so you know), so I knew the potential that existed. It's important to know how much you are in for so you don't bite off more than you can chew.

And don't be afraid to ask people for help and advice. I am always more than willing to help people starting out, as I had help from some great mentors along the way.

Q. What are your plans and aspirations for The Tame Fox over the next 1-2 years?

Build a successful night spot here in Erina, particularly for functions and events. I want to provide for the community I am building around me ... and maybe a holiday!

Q. What's your favourite dish on the menu right now?

We've got loads of exciting menu changes happening right now with the introduction of the new summer menu. I'm loving the Chilli Prawn Pasta on the evening menu and I've been told by many customers the new Chocolate Tacos are to-die-for! We've also reinvented some classics: the Smashed Avo is sensational and our new Champion Breakfast is extraordinary (hint: Wagyu Steak)!

FIND OUT MORE

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