

LITTLEBURG

Press Guidelines

Our Story & Brand

Our history and our people; how to use the Littleburg name in text and color.

Our Story

From captivating pop-ups to award-winning meal delivery, Littleburg serves Boston the best, seasonal scratch cooking with a modern Mediterranean touch.

Without permanent walls or food truck wheels, Littleburg presented its finely tuned menus at pop-ups all over the Boston area. At breweries, coffee shops, and white tablecloth restaurants, the Littleburg team displayed the best seasonal and locally sourced food in a flurry of tantalizing, ephemeral evenings.

In March of 2020, after a brief Pandemic-made pause, Littleburg pivoted and launched a prepared meal service. Today, Graham and his kitchen staff build a fresh menu of 14-18 mains, sides, sweets, and provisions each week. With a little final assembly and a bit of reheating, customers in the 20+ Boston neighborhoods and in the surrounding cities of Cambridge, Somerville, Arlington, and Brookline enjoy a complete Littleburg spread from the comfort of their own homes.

Littleburg does not make vegan food that imitates non-vegan food. Littleburg makes novel, powerfully flavored food with its roots in the local earth and its heartbeat echoing in the beloved cuisines of Greece, Turkey, Morocco, Israel, and beyond. Share something delicious with your community today.

Our Name

Why "Littleburg"?



The name Littleburg is as playful as the food we serve. The suffix "-burg" means "castle" or "fortified place," depending on which language you're exploring. Since Littleburg has never had a permanent location, its name provides us a sense of place: something small but notable, familiar but distinct.

One of our earliest dishes was our veggie burger, so our name also references those signature sandwiches.

Our Mission

We seek to operate with integrity: how we treat one another, the impact we have on the environment and the community, and fulfillment of our promise to create food that doesn't compromise on flavor. Deliciousness is at the core of all we do.

A food experience can be euphoric. At Littleburg, we have a sense of shared purpose with our clientele: to connect with the community, eat something delicious, and have some fun. In the kitchen, we work to create food that is special, and our customers' desire and support for something unique is what keeps the venture alive and allows us to grow.

"Most vegetarian restaurants feature veganized versions of familiar food. Littleburg is my take on what vegan food would be if it wasn't imitating non-vegan food."

~ Graham Boswell, Owner

Our Family

Graham Boswell Chef, Owner

Graham's academic background is in performance, with years of classical cello playing under his belt. After graduating from Boston University's School of Music in 2014, he left behind the pursuit of professional musicianship and entered the world of food. He cut his teeth in the restaurant industry at Veggie Galaxy—a Cambridge, MA vegetarian institution—putting to work the basic skills he learned from his mother, an excellent home cook. With some guidance from Stuart Reiter of True Bistro (now closed), Graham set out to find work in a conventional restaurant where he could develop a larger set of skills. He staged at many of Boston's best restaurants, became head of baking at Taco Party in Somerville, and then took on a role cooking at Cambridge's Oleana in the spring of 2016, under the direction of powerhouse chef Ana Sortun.

At Oleana, Graham cooked virtually everything available on the menu. It was a tremendous learning opportunity, to prepare and serve meat to customers, but also in direct conflict with his own dietary and ethical beliefs, having been a strict vegan since the age of 14. He launched Littleburg in November of 2017, with small pop-ups at Local Fare in Arlington and Taco Party. Less than one year later, in the summer of 2018, Graham made Littleburg his full-time focus. Always seeking to develop his craft and discover new ways of looking at food, Graham has also completed stages at some of the nation's top vegetarian restaurants: Dirt Candy and Kajitsu in New York, and Farm Spirit in Portland.

Graham resides in Melrose, MA with his girlfriend Olivia. Longtime fans of Littleburg will recognize Olivia as having worked the line and the register at early pop-ups, and for hand-lettering many of the initial menus, flyers, and postcards. Olivia's dad, Steve, a proud Greek and family cook, has influenced many of Littleburg's classic dishes, and provided the recipe for our signature gyro. Olivia continues to play a crucial behind-the-scenes role in helping craft menus and steer the creative direction of Littleburg.

Our Family

Stephanie Clifford Sous Chef

Stephanie began her career in the food industry at the beloved Taco Party in Somerville, MA. She grew from dishwashing part-time at the vegan taco shop, to creating menu specials, working the line, and finally managing the shop. Stephanie and Graham collided August of 2019 during one of Littleburg's famous pop-ups, hosted by Taco Party. She withdrew herself from the customer line to assist Graham with a dessert emergency, and has been working on Littleburg menus and meals ever since. Stephanie assumed the role of Sous Chef at full-time capacity in August of 2019.

Prior to the restaurant world, Stephanie worked in software and managed dental offices. She likes to say she went from filling teeth to filling stomachs.

Quick Facts



We've crafted over 16,000 meals since our launch in 2017.



We serve all 20+ neighborhoods of Boston, as well as Cambridge, Somerville, Arlington, Medford, and Brookline.



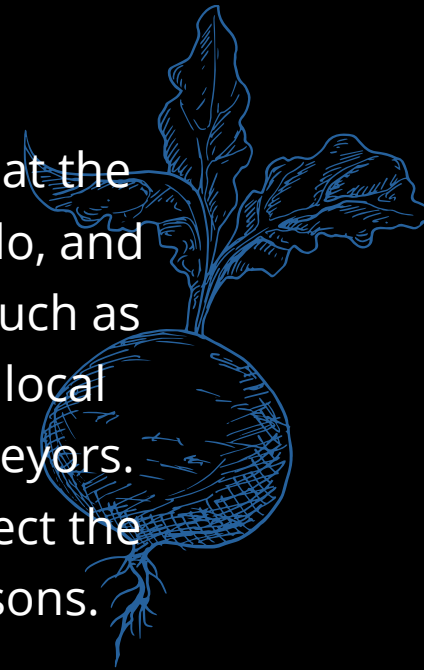
Our team of 7 includes a crack kitchen staff, delivery drivers, and consultants.



Our culinary focus is drawn primarily from Greece. Our savory gyro is a signature item.

Other Mediterranean and Middle Eastern cuisines influence our menu. We take inspiration and flavors from Turkish, Israeli, Armenian, and Moroccan dishes.

Vegetables are at the heart of all we do, and we source as much as possible from local farms and purveyors. Our menus reflect the changing seasons.



We're a pop-up! No permanent walls to hold us in, we pop up at great restaurants and breweries in the area, and delivery our meals across the city.

Timeline



November 2017

Littleburg is born!
First services are at
Local Fare in
Arlington and Taco
Party in Somerville.

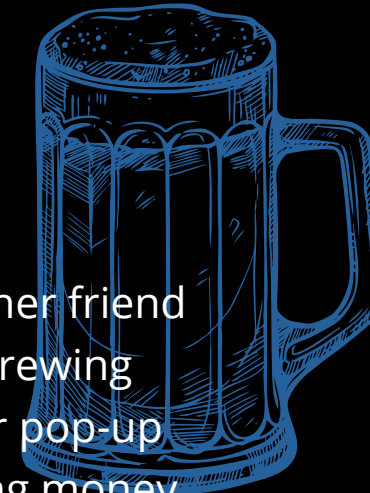
January 2018

First pop-up with
Lamplighter Brewing Co.
in Somerville, our
longest-running partner
for dinners, tastings, and
special events.



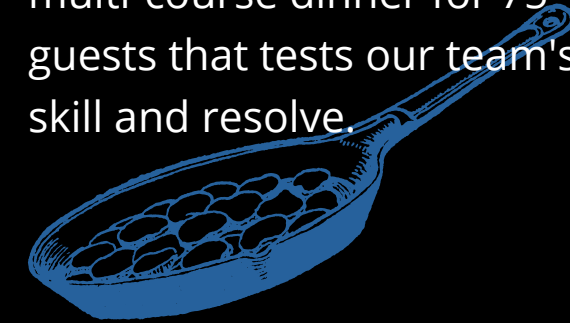
Feb 2018

We make another friend
in Winter Hill Brewing
Co., honing our pop-up
skills and raising money
for good causes.



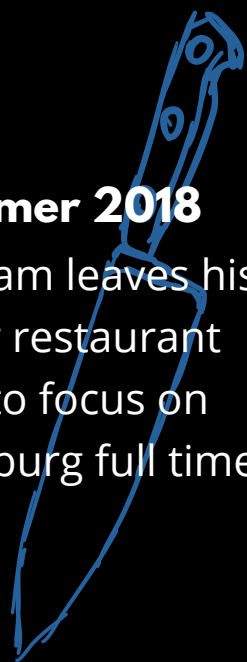
May 2018

The epic "Surprise Supper"
at Zone 3 in Allston is a
multi-course dinner for 75
guests that tests our team's
skill and resolve.



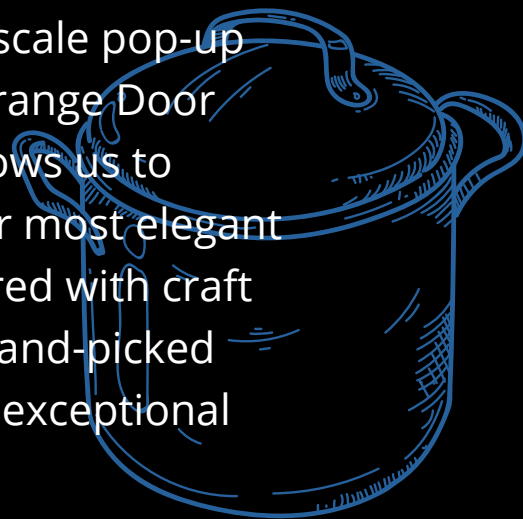
Summer 2018

Graham leaves his
other restaurant
jobs to focus on
Littleburg full time.



March 2019

The launch of our full
service, upscale pop-up
series at Orange Door
Kitchen allows us to
present our most elegant
menus paired with craft
cocktails, hand-picked
wines, and exceptional
hospitality.



December 2019

A new series of dinner
pop-ups at 3 Little Figs in
Somerville give us a
temporary feeling of
"home" and the space to
practice some new dishes.



March 2020

The Pandemic hits! In three
days' time, we halt our pop-
up plans and pivot to a new
meal delivery service for the
Boston area. We bring 400-
500 fully composed dishes
straight to our customers'
doorsteps each week.



Places Popped

We've popped up at breweries, pizza places, donut shops, fine dining establishments, and more.

Somerville

Winter Hill Brewing Co.
3 Little Figs
Backbar
Dragon Pizza
Hot Box
ONCE Somerville
Saus
Taco Party
True Bistro
True Grounds
Union Square Donuts

Boston

FoMu
Mei Mei
Saus

Cambridge

Lamplighter Brewing
Curio Spice Co.
Elmendorf Baking
State Park

Providence

Like No Udder

Acton

Orange Door Kitchen

Allston

Allston Diner
Aeronaut Allston
Zone Three

Arlington

The Local Fare

Everett

Night Shift Brewing

08

Food Friends

We create our meals with ingredients grown and crafted in the community. We gather an incredible bounty of produce from local farms, and specialty items from nearby purveyors.

Curio Spice Co.
Cambridge, MA

Kimball Fruit Farm
Pepperell, MA

Olive Harvest
Hudson, MA

Flats Mentor Farm
Lancaster, MA

Drumlin Farm
Lincoln, MA

Elmendorf Baking Supplies
Cambridge, MA

Fonts

OFFICIAL LOGO FONT

The Littleburg wordmark is displayed in the League Gothic font, in all-caps. The League Gothic font in Roman (capitals and lowercase) is used as an accent font for certain headings and sub-headings.

LEAGUE GOTHIC / League Gothic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

10

Fonts

SECONDARY FONT

League Spartan is the secondary signature font in the Littleburg branding package. League Spartan is used for certain headings, sub-headings, and often in tandem with League Gothic.

League Spartan

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Fonts

FONT FOR RUNNING TEXT

For large amounts of text, such as blocks of copy on its website, in newsletters, and printed collateral, Littleburg uses Open Sans and Open Sans Light. These fonts are used widely across platforms, programs, and domains, and display consistently well across email clients.

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Color Palette

The Littleburg colors are inspired by some of the places and ingredients we use in our food.



● Lapis Lazuli #26619c



● Polished Pewter #646869



● Sumac-dyed #e08a1e



● Woodland Sage #658e6c



● Prairie Smoke #babdbc



● Cumin Seed #e5bf7e

Media

Get high-quality versions of our logo and selected photographs, in print and digital resolutions, from our Press page.

Download 
the Resources
littleburgveg.com/press

We love to talk about our food.

For interviews and other press inquiries, reach out anytime.

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