

Fruitive will soon plant roots in Norfolk

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Virginia's first certified organic restaurant will soon be planting additional roots in Norfolk.

Fruitive, which started in May 2012 in the Hilltop North Shopping Center in Virginia Beach and also has four locations in the District of Columbia, will open in The Hilton Norfolk The Main this spring.

The restaurant was started by Greg Rozeboom who dreamed of creating a place where his family could eat the highest quality, healthiest, 100-percent plant-based food accessible. He said it was the first certified Green Restaurant in southeast Virginia.

"I want the Norfolk community to be served the same quality food that I desire my own parents and children to eat," said Rozeboom, noting when he was a child his father always told him to eat his fruit and vegetables.

"He repeated that phrase so often that I guess it became a part of my destiny. Many of our regular customers and employees live in Norfolk and have been asking for years that we bring Fruitive to them, so I'm excited to finally bring our plant-based organic menu to the Norfolk community."

For the rookie juicer to the seasoned health foodie, Fruitive offers a health-focused vegan menu with cold-pressed juices, house-made nut milk, wraps, salads, sandwiches, super-berry bowls and liquid meals.

The Norfolk location will expand its menu to include award-winning coffee and exclusive loose leaf tea.

“We operate in the most sustainable way possible and recycle, reuse and re-imagine wherever we can,” states the restaurant’s website, Fruitive.com.

Fruitive’s store itself features the same wholesomeness the creator puts into his juices. The hand-built wooden tables are made from reclaimed wood, LED lights shine throughout the store and first-edition books sit on shelves. There is a compost bin behind the counter.

“Fruitive strives to provide their customers with a genuinely healthy experience in a beautifully designed environment,” Rozeboom said. “Our location at The Main is no exception and is conceptualized in partnership with Work Program Architects, a local firm with a distinctive mission to build community through great design. Earlier this year Bruce (Thompson, developer of The Main) and I discussed the possibility of bringing our healthy food and juices to Norfolk and I’m thrilled to be finally working with him in this endeavor.”

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