10 questions with truffle pig owner

david jones

MAG: You have been living in Steamboat and visiting Steamboat for how long?. What do you and your family love about Steamboat?
Jones: Our first visit to Steamboat was in the spring of 2007 and we bought a place the same week. I guess you could say we instantly knew how special of a place it is. The beauty of the valley is a given. It's the town of Steamboat itself and more importantly, the great friends we've made that keep us coming back for more.

MAG: What is your vision for the Truffle Pig and what makes it unique?
Jones: The size and location of Truffle Pig at the base of Mt. Werner truly makes this a special property. Whether dining in the restaurant, outside patio or having drinks by the outdoor fire pit, the views of the mountain are spectacular. We want Truffle Pig to be a place where guests unwind and reconnect in a comfortable environment that offers an attractive menu with amazing quality.

MAG: Are there any exciting changes for the upcoming winter season for the Truffle Pig?
Jones: We have several exciting projects in the works. We are revamping the Truffle Pig Market by adding new storefront windows and doors opening to the plaza. We are also planning to replace the stone wall on the rear patio with a see thru railing. The new railing will be a great enhancement for patrons to better view the mountain in both the winter and summer seasons. We are also in the process of making some changes to the interior décor finishes in the restaurant itself.

MAG: What is your background in the restaurant business?
Jones: It started at an early age in a family owned fine dining restaurant. I've washed a lot of dishes and worked every position learning the business from the ground up. It's hard work, but can be very rewarding. In addition to Truffle Pig, we are the developer/ operator of a large chain of national restaurants with locations across Missouri and Illinois.

MAG: How much time do you and your family spend on the slopes here in Steamboat?
Jones: We try to spend several weeks in the winter months and are fortunate enough to spend the entire summer in Steamboat.

MAG: You must be excited about all of the construction at the ski base area being completed. What do you think the new infrastructure will do for base area businesses and Steamboat as a whole?
Jones: Construction at the base area this past summer has been a real challenge to the mountain businesses. At the same time, we see progress every day and the finished product will be amazing for everyone to enjoy. The new promenade and day-lighting of the creek gives a significant rejuvenation to Steamboat's base area. This type of a project was well overdue and is necessary to make Steamboat a competitive vacation alternative to other mountain destinations.

MAG: What is your favorite dish in your restaurant? Wife's? Daughter's?
Jones: We love the Mussels, flatbreads, and look forward to the daily changing pastas.

MAG: Who do you consider your main demographic for the Truffle Pig?
Jones: Being part of the mountain community means you need to be diverse. We have a great Happy Hour and Après Ski where you'll find friends reconnecting after a day on the mountain. You will also see families and large groups enjoying lunch or dinner with tables pulled together, it's just great.

MAG: Many people wonder about price points and dress codes in mountain towns. What is the atmosphere in your restaurant and how do your price points compare relative to what is found in Steamboat?
Jones: Steamboat is definitely a jean casual town and typical of most dress codes you will find. Our menu and offerings are designed with moderate price points in mind. We have great sandwiches & flatbreads starting at $11 and daily pastas, fresh seafood, and steaks from $20-$35.

MAG: Everyone has a favorite vintner or bottle of wine. What is your go to glass of wine after a day of skiing? How about Evonne?
Jones: For me it's generally a Cab and lately I've been enjoying Unity from Fisher Vineyards. Evonne prefers a Chardonnay and she likes Frank Family from Napa or Sanford from Santa Barbara County.