

SUN-DAPPLED LOCALS IN WINE COUNTRY

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10-YEAR ANNIVERSARY

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**JUST AS SARASOTA BEGAN TO MOURN THE LOSS OF ITS BELOVED METRO COFFEE & WINE, JEREMY ADAMS AND SHANNON LUGANNANI HELPED NUMB THE PAIN, OPENING A THIRD INSTALLMENT OF THEIR POPULAR WORD OF MOUTH CHAIN IN THE OSPREY AVENUE PLAZA IN APRIL.** With the England-born Adams bringing the John Lennon introspection to the partnership and Lugannani adding the Paul McCartney optimism to the operation, they quickly discovered the potential the new location offered. Dubbing it Word of Mouth Limited because they needed to scale back on the breakfast and lunch menu to accommodate the smaller kitchen, Lugannani and Adams realized downtown diners were looking for a casual, affordable dinner spot. The business partners quickly introduced dinner to the menu and the restaurant has been packed ever since. "Somebody said to me the other day they hadn't seen us many cars here since it was a Dodge dealership," Adams says with a laugh.

Like Lennon and McCartney, who sometimes wrote independently but rarely produced a song without input from the other, Adams and Lugannani may spend their days at different locations but they collaborate on business decisions, despite their contrasting personalities. "Shannon has a very mellow temperament," Adams says. "I go full speed ahead, I'm one foot out the door." The business owners constantly work together on their biggest challenge, which they say is finding quality staff and trying to avoid turnover among their nearly 70 employees. Lugannani, who has a hotel and country club background, spends much of his time managing employees and crunching food costs while former improv comedian and hotel manager Adams works to spread the Word of Mouth name in the community. "I'm more interested in the numbers side and he's the marketing genius," Lugannani says. But both men slip what they're doing when it comes time to visit with customers. The restaurateurs have already earned a reputation for being some of the friendliest owners in town. "I always say hello to people and look them in the eye. It kind of takes people off balance," Lugannani says. "That's the lost art of politeness."

## **JEREMY ADAMS + SHANNON LUGANNANI**

*The Duo Lennon and McCartney*