

15 MINUTES

Switching gears

A lifelong resident of the Paradise/Magalia area, Brian Kendall returned to his home, post-Camp Fire, to find that while his house had survived, his consignment store business, This n That, had not. After seven years of buying storage lockers and selling the contents at his second-hand shop, he was suddenly out of work. During a meal at Red Lion Pizza—one of the only open eateries in Paradise—Kendall brainstormed a new business venture. Realizing that there were very few food options for the residents who have returned and relief workers, he decided to open and operate a food trailer in Paradise. With the help of his father, Jerry, they started Camp Fire BBQ, which launched Dec. 30 and serves comfort food Monday-Friday, starting at 7:30 a.m. You'll often find Kendall in the parking lot of Beyond Fitness, on the Skyway, though he does move around. Call 966-6533 for more information.

What kind of food do you make?

Starting at 7:30 in the morning, we have our breakfast menu of biscuits, breakfast burritos and scrambles. For lunch, we do a variety of things: pulled pork, brisket, ribs and chicken. We're getting ready to do tri-tip and sausages. We also have potato salad, baked beans, coleslaw and cornbread muffins. Everything is



PHOTO COURTESY OF BRIAN KENDALL

made from scratch. I enjoy making brisket the most; it's a labor of love!

Did you have an interest in cooking before this?

I had enjoyed it, and cooked for friends and family. I had always wanted to get more into it, but I was so busy with my other business that I never had time to. This is a completely different operation than my last job. I used to buy and sell storage units for my consignment shop, and now my dad and I are cooking all day! And we didn't have the trailer beforehand. We had to buy it, renovate it, and have it inspected. It was a lot of work.

How's business been?

Great! We close whenever we run out of food, and we run out fairly

early. Today we ran out at noon after someone placed a to-go order of 35 items.

What's been the most inspiring part about this business enterprise?

Seeing the smiles on people's faces. What we're making is comfort food, and it's nice to see people have some sense of comfort when they're away from home or have lost everything. We get people who've been displaced, along with people doing tree maintenance, working for PG&E, FEMA and so on. There are a couple other food trucks, too, and thank god for them. We'll be here in business as long as we can be!

—RACHEL BUSH

THE GOODS

Working out, feeding folks



by
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A few years ago, Chicoans looking for a place to work out had a handful of places to choose from. There were the big two—**In Motion Fitness** and **Chico Sports Club**—and a few smaller, more niche establishments focusing on specific things like yoga or crossfit. Today, they're everywhere.

We at the CN&R noticed this trend was ramping up last summer, when we decided to add the category of Best Boutique Gym to our Best of Chico award list. Based on the response, it was warranted. Even still, they continue to pop up in strip malls across town. (I have to imagine, with 10,000-20,000 extra people in Chico, the gyms are filling up along with everything else!)

Recently, **Creed Strength & Fitness** opened in my neck of the woods, at the corner of Walnut and Sixth streets. I stopped in to see what it's about and was impressed with the place. Owner **Taylor Catrett** gave me the spiel—he works with people in small groups, so it's kind of like having a personal trainer, but you also get workout buddies and a smaller bill at the end.

Catrett is no joke, either—he's got a master's in kinesiology and is certified in specializations like weightlifting and corrective exercise. A U.S. Army veteran, Catrett trains first responders and offers "sport-specific training" for athletes. I could tell he was pumped about opening the gym, and wish him luck. To find out more, go to creed-strength-fitness.triib.com or find it on Facebook.

BIZ IN PARADISE In an effort to spur the reopening of businesses in Paradise, the Town Council recently voted to extend the deadline for existing businesses to purchase a business license until July 1, 2019. The original date was set to Dec. 31, 2018. Annual \$25 renewal fees will still be required.

SPEAKING OF ... As I was driving down the hill last week, on my way from Paradise to Oroville, I silently cursed to myself as I spied my favorite food truck, **The Lamb & the Wolf**, driving the other direction. The truck had been slightly damaged in the Camp Fire but has since been fixed.

I went online to see the L&W's schedule (it'll be in Paradise Feb. 11-13), and happened upon food truck schedules for Paradise listed by **Susie Rees**, owner of the popular **Cupcake Obsession** food cart. While her cart sadly didn't survive the fire, the woman behind **Food Truck Paradise** wants to make sure all the people living and working up there have full bellies—and that the trucks get some business in the meantime. There's a pretty steady lineup around town: **Fiesta Fresh Grill**, **Tacos el Paraiso**, **Campfire BBQ**, **Burritos el Caporal**, **Slyderz** and **Fiesta Tacos** are all regulars. I'm excited that the L&W will be rejoining their ranks.

As for Rees, she tells me she's living in Corning currently and is working to build her new kitchen. Find out what she's got cookin' at facebook.com/CupcakeObsession62. She posts food truck schedules on the Paradise & Magalia - Rants and Raves FB page as often as she can.

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