

15 MINUTES

Electric ride

Jasper Hudson already knows what he'll be getting his son, Ryker, when he goes off to college: an electric bike. This is because e-bikes are an efficient and affordable way for people to get around, and they provide a recreational outlet, too, he told the CN&R. Hudson, who has a business degree and has worked in the outdoor retail industry since 2003, just opened Pedego Electric Bikes in downtown's Garden Walk Mall. The parent company is headquartered in Fountain Valley and was founded in 2008. The Chico location offers models ranging from cruisers and commuters to more expensive road and mountain bikes (plus trikes and tandems) starting at just under \$2,000. Hudson owns another Pedego storefront and Jefferson State Adventure Hub in Redding, where he lives with his son, wife Melissa, and their dog, Zip. Find Pedego Electric Bikes on Facebook, and keep an eye out for a grand opening event in July.

Why go for an electric bike?

The average person buying a Pedego [bike] is 65 years old, company-wide. A lot of people are getting Pedegos because they thought that they ... couldn't do anything more, physically. Not that that's the only people it works for—I'm physically fit enough to ride



PHOTO BY ASHIAH SCHARAGA

30 miles to get to work, [for example], but if I ride in a hot city like this, I'm going to be all sweaty and nasty when I get to work. So with the electric, you can make the bike do most of the work ... [and] add miles to your ride on the way home. I try to go for the average Joe ... who wants to go have some fun, back to that first love of biking.

How do the bikes work?

It acts just like a normal bike, you just dial up how much assist you want. If you get a cramp or ... can't ride anymore [for health reasons], they have a throttle [you] can twist and get home. [You plug it in] just like your cellphone. You can get a quick charge in two hours. If you have a full charge, I've taken that [mountain bike model] ... 60 miles and had juice left.

What do you enjoy about riding an e-bike?

I like all of the different types of biking. The most negative thing that I hear when somebody sees that it's an electric bike ... is, "Oh, that's cheating." And I instantly know that person's never ridden an electric bike. I've taken that mountain bike [model] out there into Whiskeytown National [Recreation Area] and done a 60-mile ride and come home dead as I wanted to be. I feel like I just went out and kicked my butt. On a normal, nonmotorized bike, I would have had the same fitness-level experience at 20 miles. I get to see a whole lot more. So, you can get as much of a workout out of it as you want, you can get as little of a workout as you want—but you have the option.

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THE GOODS

Wine, beer and Bible hobbies



by
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We're still in the midst of **Butte County Wine Week** and I stumbled upon another tidbit of wine-related news, so here goes.

I've been eagerly awaiting the opening of **The Allies Pub** in downtown Chico by the folks behind **Bulldog Brewery**. The photos on Facebook look really cool—tile ceiling with orbital chandeliers; ornate wood paneling lining the walls; hand pulls imported from historic English pubs. They're putting the finishing touches on the place and hope to be open in the next few weeks.

But wait, there's wine news here! They recently announced a partnership with Chico's **Roney Wines**, whereby they'll pour four of the winery's vintages—two zins, two cabs—by the flight, glass and bottle. Pretty cool! For more on Wine Week, see page 25.

REOPENED/NEWLY OPENED More and more businesses continue to open or reopen in the Camp Fire area, which is healing for the community even if the rebuilding of homes hasn't caught up just yet.

The trend when it comes to food establishments clearly is leaning toward the mobile model—which makes sense, since potable water is not yet available to Paradise Irrigation District customers. But food is necessary—look at all of the cleanup crews hard at work removing debris and preparing for rebuilding.

What's neat is that I haven't even heard of half of the trucks currently on the Ridge. Two that stood out: **Bootleg BBQ** (parked at 7515 Skyway) and **Char-broil Burgers** (by **US Bank** on Skyway). Keep it up!

After years of refurbishing, the **Lovelock Inn** reopened a few months ago and will be celebrating its grand reopening this Saturday (June 15) with a show by **Soul Posse**. The place looks pretty spiffy. Head on over around 7 p.m. and support the "longest serving and surviving restaurant in Magalia."

A STRANGE ONE When news hit this past week that arts and crafts chain **Hobby Lobby** would be taking over the lease of the old **Toys 'R Us** building on East 20th Street in Chico, I wasn't sure what to think. I mean, Hobby Lobby does sell cool stuff for DIY-ers. But then there's the weird Bible stuff. I'll explain.

First, I have nothing against religious folks. If religion guides you to be a better person, or helps you to get through tough times, more power to ya. What I don't like is overbearance. Hobby Lobby comes close on that point. The company sued the federal government—based on religious objections—to not have to provide morning-after-pill health coverage to employees. It won.

Another sketchy thing: It owns the **Museum of the Bible**, which opened in 2017 in Washington, D.C. That same year, the Hobby Lobby folks were ordered to return a bunch of Mesopotamian artifacts found to have been illegally taken from Iraq—and pay a \$3 million fine because of it. In 2018, the museum's lauded Dead Sea Scrolls were discovered to be forgeries. None of the above speaks to the company being a good employer or steward of our planet.

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