

15 MINUTES

## 100 million bagels

The first week of July marked 40 years making and selling bagels for Peter Horylev and Scott Schulman (pictured left and right, respectively), owners of Brooklyn Bridge Bagel Works. A precise calculation of years and bags of flour equals out to 100 million delicious hand-shaped rings of dough, Schulman told the CN&R. The short history of this downtown Chico standby has Schulman arriving in town from New York in a hippie van in the '70s to attend Chico State. After graduating with a degree in psychology, he realized he wasn't interested in listening to other people's problems, so he headed back East to spend a week making bagels with his old roommate (an experienced bagel-maker) to learn what he could. With \$5,000 and a lot of chutzpah, he started Oy Vey Bagels—a small shop downtown, above what would eventually become the expanded Oy Vey Cafe. In a serendipitous turn of events, Horylev became Schulman's first employee. The original hire didn't show, and Horylev (second on the list) took over and never left. The duo went on to start the first company to supply fresh bagels in mass quantities to the public, manufacturing up to 16,000 bagels a day and transporting them to 35 states and three countries. The cafe closed, the wholesale business was sold, and the beloved



PHOTO COURTESY OF SCOTT SCHULMAN

Brooklyn Bridge Chicoans have known and loved for the last roughly 25 years was born. Both Schulman (interviewed here) and Horylev are still there working the counter a few days a week. Stop by, grab a bagel, and say hi.

**It seems like you guys have had the only bagel place in town forever.**

Yeah, that's true. The one guy who tried ended up coming in at 6 in the morning to buy ours and resell them. He said, "I can't make them as good as you and you charge me less than it costs me to make them myself."

**How did you get into making bagels on such a massive scale?**

We had been open for eight months and I talked Lucky's into believing I could provide all 387 stores with bagels. We borrowed \$50,000 and opened up the factory, but we didn't know what we were doing. We had equipment we didn't know how to use; we knew

nothing. We did that for 11 years and became pretty successful, but I didn't like the wholesale end of it—I like people.

**What stands out most over the decades at Brooklyn Bridge?**

Our customers are still loyal as can be. When they walk in, the girls usually know what they are going to eat and start making it. Peter and I have somehow gotten along for 40 years. We know what each others' strengths are, and weaknesses. We've had no problems. He has this incredible integrity and honesty, and a work ethic that's ridiculous. I don't have that—I come up with the ideas and he ends up doing the work and we get along fine.

**I heard you don't like bagels.**

Even as a kid I wasn't a bagel person. I eat the bagel dog a lot, the bagel dogs are good.

—NEESA SONOQUIE

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## THE GOODS

## Wheels, sales and cinnamon rolls



by  
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A few weeks ago, when I was up on the Ridge reporting on the drinking water crisis, I had an occasion to stop by **Meeho's** for a mean plate of nachos. I chatted briefly with the guy who took my order at the popular eatery, which is operating out of a truck parked alongside its still-standing building on the Skyway. It makes sense, with a lack of potable water, to do it that way—there are way fewer requirements because of the standalone plumbing system.

Meeho's isn't the only one going mobile. (Actually, that truck existed before the fire.) Just this week, **Green Paradise** started serving up hungry customers out of a truck at its old space on the Skyway. Its brick-and-mortar shop burned down—its new Facebook banner is a sweet but chilling drawing of the old store shrouded by an orange sky.

I'm really happy to see businesses returning to the Ridge and not letting the many obstacles in their path hold them back.

**FOR SALE** Too many years ago now, I remember heading out to **Scotty's Landing** for my 30th birthday. It also happened to be a CAMMIES blues showcase, so I decided to make a thing of it. I called up my friend **Vickie Haselton**, a longtime **Yellow Cab** driver who also drove a school bus, and she picked up me and my friends downtown in the bus and carted us out to the river. What fun!

Two things bring this up: Vickie just became one of the CN&R's newest hires—you might see her delivering papers on Thursday mornings—congrats, friend! And I just heard the news that Scotty's Landing is up for sale. For \$800,000, the legendary riverside bar and tubing spot could be yours.

**ONE MORE** As I was reading the ad for Scotty's, I came across another listing that sparked my interest. **Odyssey Winery & Vineyards** is for sale. The north Chico spot—it's on Cohasset Road, down past the airport—is on 7.2 acres, 2.5 of them vineyard land. It's going for \$2.2 million and the owners, **Norm and Janice Rosene**, are willing to offer winemaking coaching gratis. Last time I checked in with the Rosenes, they were being deployed to Tulsa, Okla., to help with animals displaced by severe storms and flooding there. Best of luck, you two.

**HEALTHY SHMEALTHY** For anyone wishing they could shovel in half of their daily calories and fat in one sitting, you're in luck: **Cinnabon** is coming to the **Chico Mall**. I'm not trying to knock the bakery that specializes in delicious, soft, warm, dripping-with-icing cinnamon rolls—I'm happy to hear that a big-name brand wants to come into the mall. I do wish I could report that it's going to take up residence in the food court, however, because that little corner looks sadder and sadder every time I walk by. Instead, you'll be able to pick up your 880-calorie Cinnabon Classic Roll (just 37 grams of fat, 17 of them saturated!) by **Auntie Anne's**.

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