

15 MINUTES

Fresh spin

There's a flurry of activity going on at 240 Main St., the future home of Woodstock's Pizza. For the past several months, co-owners Jeff and Laura Ambrose have been traveling back and forth from their home in San Diego to Chico to meet with designers, city staff and construction companies to get the new location up and running. After a flood damaged the pizzeria's longtime location at 166 E. Second St. in April, the restaurant closed briefly and then started selling slices and pies curbside. In July, it announced it would be taking over the lease vacated by Crepeville. The Ambroses, who also co-own the six other Woodstock's Pizza locations in California, have redesigned and expanded the kitchen at the new space, and anticipate increasing pizza production by 50 percent. They're adding table service, too. And don't fret: They're keeping trivia and pint nights, and will continue hosting live music. On a recent morning, the couple sat down with the CN&R to talk about why they're excited for what's in store. Follow Woodstock's on Facebook and Instagram for updates on the opening date (this fall), or grab a slice or pick up a pie to tide you over until then, from 11 a.m. to 8 p.m. at the old location.

What are some highlights for the new spot?

Laura: I call it a refresh. We're putting a big, new [three-sided]



PHOTO BY ASHIAH SCHARAGA

bar ... in the center island. We're going to have 24 taps. In the front is all bar-height seating. We're going to have some of our standard booths. There are four different areas that can be reserved in this space for groups ... [and] there's this inside, what we call the interior patio, that's going to be lounge seating, and then there's the patio outside.

Jeff: The patio is a real highlight, too—we're going to have two different heater/fire tables. We're going to have misters, so during the hottest parts of the year people can feel comfortable sitting out there.

Laura: We're also planning to put [out] some games, the kind of standard things, like Jenga, cornhole. The plan will be to make it an all-year venue.

Do you think the new spot will encourage more business?

Jeff: We believe we'll do better here ... being on the corner and

having this great visibility coming down Main Street or [East] Third Street. We want to maximize the potential for it.

What has made Chico a good place for Woodstock's?

Jeff: It's the quintessential college town. That's kind of where we thrive. I think we've evolved over time to being focused on ... creating what we like to call the ultimate pizza experience. Places where people can gather, have fun with events like trivia and pint night. That really, I think, sets us apart.

Laura: My hope is that not only will our longtime loyal customers be excited by the new refresh and the new expanded space, but that we get back people who may not have been here for years. Our goal is to be a place that the entire town embraces, that they feel has everything.

—ASHIAH SCHARAGA
ashiahs@newsreview.com

THE GOODS

Giving back, plus ice cream



by
Meredith J. Cooper
meredithc@newsreview.com

Back in February, when we put out the annual Business Issue of the CN&R, I interviewed **Brian Von Tress**, owner of **Collision Pros**, which lost its Paradise shop to the **Camp Fire**. I'd been touched by the radio ads I'd heard, in which he related his employees' losses and reached out to survivors to offer relief by way of auto repairs.

Von Tress and his company, which includes stores in Chico, Red Bluff and Woodland, started a GoFundMe account for employees affected by the fire—and raised over \$50,000. That in itself is impressive.

Now, in celebration of the reopening of the Paradise Collision Pros shop, the team is going a step further. It's partnered with **CSAA Insurance**, **Enterprise Rent-A-Car** and **Maita Cars** to donate a 2015 Subaru Forester to a Camp Fire survivor. **Northern Valley Catholic Social Service** helped cull the many worthy recipients, and the Collision Pros Paradise-based staff settled on a single mother who suffered burns over half her body. She received her new wheels on Tuesday (Sept. 13).

ANOTHER FAREWELL After 42 years in business, **Zucchini & Vine** announced last week that it's closing its doors. I swung by on Monday (Sept. 9) to check on the sale and was shocked to see the inventory already seriously depleted. (My favorite cheese somehow was still in stock and I purchased the last 2 pounds.)

Owner **Nancy Lindahl** has said she's retiring, so I wish her well. The family is keeping **Magna Carta**, next door, open—so check in with them there. And go pick through what's left of the cookbooks, dishware and décor at **Z&V** by the end of the month (30 percent off). This, sadly, will leave every corner at Second and Main streets vacant (save for **Bill's Towne Lounge**, which occupies half of one spot). I hope someone snatches it up quick.

TURNOVER There's some good news in the downtown business world: The space vacated by **Cold Stone Creamery** a few weeks ago already has been claimed. A sign went up recently advertising **Doc Burnstein's Ice Cream Lab**. A little internet sleuthing tells me there are just three other Doc's, all in California—in Arroyo Grande, San Luis Obispo and Santa Maria—but the brand plans to explode across the state in the next several years, with up to 100 new shops in the works.

The Yelp reviews are promising, and the photos show a vibrant, if not a little hokey, atmosphere. I'm curious to try some of Doc's more eclectic flavors, like Jack & Coke and Motor Oil (dark chocolate and Kahlua with fudge swirls). Sign says opening this month, so we won't have to wait long!

MOVIN' **Mark Cooper Landscaping & Storage** in Oroville is now offering U-Haul trucks, trailers and moving supplies. The store, at 1245 Oro Dam Blvd. E., Ste. 11, is a 24/7 location, meaning you can reserve your vehicle online and pick it up whenever it's most convenient for you. Good stuff.

SHAKIN' **Midnite Munchies** has opened its doors in the Nord Avenue **Safeway** parking lot. You can still order delivery, of course, but if you'd prefer to stop by, you'll find an expanded menu—the caramel brownie milkshake looks delicious!

got mosquitoes?

Need to make a service request? Need Mosquitofish?
Got Yellowjackets/Ticks?

Contact **530.533.6038** or **www.ButteMosquito.com**

