

15 MINUTES

Feels like Chico

Ron and Christina Linzy are hoping to make gift shopping in Chico a more genuine and intimate experience. They recently opened Bidwell Supply Co. out of a small cottage-style building surrounded by a large porch and shaded with rows of trees on south Park Avenue. The shop comes after three years of selling their Chico- and Nor Cal-themed apparel as a brand through other local stores. Alongside their own products—like shirts and bags with their popular Monkey Face and Bear Hole designs—Bidwell Supply Co. features other, mostly hand-made items. Designer soaps, scented candles, specialty jewelry and more, the majority of which are sourced from North State artists and crafters, fill out the store. Ron, who also works as a graphic designer at Chico State, recently sat down with the CN&R to talk about his new store at 2155 Park Ave. Stop by to learn more, or call 566-9177.

Why did you decide to open your shop on Park Avenue?

We were looking around and just couldn't find anything. For us this really was perfect. First of all, there's a whole separate area of the building where we can do our production and printing, so we can have a production facility here. I can't find that downtown. The other part is we're in our



PHOTO BY JOSH COZINE

own building. It's all wood and there's a big porch and you walk up and it almost feels like a home, and that's part of our appeal.

When did you realize you wanted to go brick and mortar?

I've had this vision for a long time. I was having these feelings about opening a place within a year of coming out with Bidwell [Supply Co.] as a brand, and then it kind of happened over time. It wasn't for anything financial or because of any sales that happened. It was more from the gut.

How has business been?

It's been good. I think it's like any other retail experience—there's a little feast and famine. I can have a couple hours go by and no one comes and then people show up in packs [and] I wish I had another register or person to help. We've only been open since

late August, and September is a pretty slow month everywhere, but we've seen October pick up.

Where do you find your suppliers?

I went and sought them out. I saw what they were posting on their social media, or I would see them at a local fair or something, and I liked what they were doing.

What's next?

Looking into the future, I don't want it to get to big. I think that's part of the appeal here; you're not going through thousands of items. We are expanding one room and bringing greeting cards in and it might be a holiday room, too; we're still figuring it out. The other expansion could be the porch; there's a lot of covered space out there. I wanna keep it small, but maybe fill in some of the gaps.

—JOSH COZINE

THE GOODS

Cheese, burgers and Paradise



by
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My first glimpse of Brie + Olive Co. was a photo of a fantastic spread of meats, cheeses, fruits and veggies promoting an event at Upper Park Clothing's Provisions Gallery. Being the cheese fanatic that I am, I immediately sent a message wanting to learn more.

I met up with Brie + Olive owners Gabriella Warda and Giovanni Mendoza at Daycamp Coffee to chat about it. It was my first time there, and as I drove into the Meriam Park development from a different entrance than the last time, I got horribly lost. The signage is a little lacking—but I asked someone in the parking lot and found my way. Cool vibe, delicious coffee—recommended!

Warda and Mendoza are cousins, and both work at Build.com. While they enjoy their day jobs, they told me, they were constantly being asked to put together party spreads for friends and their many family members. They decided to turn their skills into something lucrative. So, they opened their “boutique catering business” over the summer and so far, so good.

My favorite thing about the Brie + Olive model is its dedication to supporting other North State businesses, from farmers and ranchers to photographers and musicians. Find 'em on Facebook for more info.

SCOOTIN' ALONG Last week marked a big change along Highway 70. Long-beloved Scooters Café shut down—it normally does so for the winter—and its sign has been replaced by a new one. Turns out Jake's Burgers and More, out of Oroville, has taken over. Jeff and Justine Jacobsen, owners of Jake's, have been extremely busy of late. They opened up a food truck over the summer, and then this opportunity came up, Jeff tells me, when Scooters owners Dan and Bonnie Salmon decided to retire. They'll be open year-round rather than closing for winter, and feedback already has been positive. Right on! Search for Jake's Burgers on the Hill on Facebook for more info.

BACK ON THEIR FEET Baker's Birkenstock reopened its doors in Paradise last weekend, holding a ribbon-cutting ceremony and other festivities. The store maintained its presence following the Camp Fire through its Chico shop, but is excited to be back and at it on the Ridge. Stop by and say, “Hi”—and stock up on your winter sock selection!—at 691 Fir St.

HERE'S THE KICKER While it seems like a long shot (at least for me), Mountain Mike's is holding an online contest with the winner getting a chance to kick a field goal at the 49ers-Packers game Nov. 24. Go to woobox.com/nrbwtd/rules by 5 p.m. Friday (Oct. 25) to enter. Mountain Mike's is partners with the San Francisco team, so if you're just into the pizza, stop by the restaurant within two days after any game in which the team scores for 49 percent off a one-topping pizza. (Through Dec. 31, for some reason excluding the Oct. 31 game.)

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