

15 MINUTES

Demon sandwiches

Cody Standley had always dreamed of owning a restaurant. He enjoyed cooking for friends and watching Gordon Ramsay and other celebrity chefs, but he never expected he would get the opportunity until later in life, if at all. In 2014, Standley came to Chico from Sacramento looking to change things up following a bad breakup. Since then, he worked doing deliveries and as a shift manager at places like Woodstock's Pizza, Round Table Pizza and Rite Aid. Then his neighbor, Jeff Zani, asked him one night what he would want to do if he could do anything, and Standley mentioned his dream of owning a restaurant. Zani, who had just come into an inheritance, was looking for an investment opportunity, and the two quickly partnered up. They came up with the idea of Son of a Wich, a sandwich shop specializing in pressed and toasted sandwiches—something they saw lacking in Chico—with a demonic twist in the name of the shop, its logo and sandwich names, like its flagship, the Witchy Wich, as well as the Beastly Cuban and the Pitchfork—while using as many local ingredients as possible. Standley recently sat down with the CN&R to chat about the sandwich shop, which is located at 1008 W. Sacramento Ave., Ste. H. The grand opening is planned for Jan. 13.



What inspired the sandwich shop idea?

Marijuana. We were outside smoking and we were just talking about life and what I want to do, and he was gonna be coming into some money and wanted to do something with it, and I was the best idea he ran into. I know I'm incredibly lucky. ... Coming up with the name, I wish I was joking, was done in like 15 minutes. I feel like people are scared and nobody does anything demonic, even though it can be done fun, and with a light heart.

Tell me about your restaurant experience before Son of a Wich.

I've worked in some kind of restaurant for like 15 years. Before this job, I was working at Woodstock's as a driver and then I worked at Round Table before that as a shift supervisor. I went to calgold.ca.gov, and it tells you

everything in any county, any city, all of the pieces of paperwork you need to start a new business of any kind. I used that as a reference guide and started calling people.

How's business so far?

We had our soft opening Dec. 1, and we're already paying our bills with the money that we've made.

What's the plan for the future?

I have a p.m. menu that's gonna be launching, which is like loaded fries, fried chicken, deep-fried jalapeños ... just, like, drunk food, but affordable and fresh-made. And so we'll be open on Friday and Saturdays until 3 a.m. If you're partying out, and you want something where you're not gonna wake up in the morning and feel like death ... that's something I wanna offer.

—JOSH COZINE

Cody Standley (left) and Jeff Zani.
PHOTO BY JOSH COZINE

THE GOODS

Expanding in the new year



by
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The holidays are behind us—phew! I can't express enough how much I enjoy the post-celebration sigh of relief. I'm not one for resolutions, but there certainly is something about getting back to life as usual, especially with the days getting longer, that gives me new energy and new perspective.

Obviously, I'm not alone. Turning over that calendar does wonders for getting people motivated, whether it be to start new projects or abandon old ones. So, there's no shortage of business news right now. Here goes.

GOING BIG After selling at farmers' markets and on local store shelves for the past six years, **Beber Fresh Almondmilk** took a leap last month and opened up its **Grab and Go Cafe** at 144 Meyers St., Ste. 140, in Chico. It's open Monday-Friday, 8 a.m.-noon.

In other expansion news, **TrailBlazer Pet Supply** is opening its second location, in the **Safeway** shopping center off of East Avenue. Its flagship store, by Safeway on Mangrove Avenue, has been a regular Best of Chico award winner—it's great to see good local businesses flourishing.

After over a year of being closed on the Ridge, **Hudson's Appliance Center** is gearing up to reopen its Paradise shop on Pearson Road. The timing seems perfect, with the rebuild effort just starting in earnest. The store is now hiring for a bunch of positions, so stop by the Chico location off of Dominic Drive for information on job openings.

And those who frequent downtown Chico bars may have noticed one of the go-to spots for sports, **Bella's Sports Pub**, has closed its doors. But not for long. The staff is preparing the bar's new, much bigger digs—on Main Street by the **Garden Walk Mall**—so expect grand-opening announcements in the coming weeks.

SAYONARA After the Camp Fire, three pharmacies quickly reopened in Paradise—**CVS**, **Rite Aid** and **Walgreens**. Well, apparently the Ridge population isn't large enough to sustain them all. CVS shuttered its doors last Thursday (Jan. 2), citing poor performance.

Considering the building that housed CVS is intact and in operating condition, I'd say it's a safe bet another business will swoop into that space pretty quickly. The **Kmart** spot is another piece of prime real estate, and I'm curious why it hasn't been snatched up (at least to my knowledge). It'd be great to get a general merchandise store like **Target** up on the Ridge, even if it's a smaller version of its Chico counterpart. Another idea would be a building supply shop—one that wouldn't compete with the well-loved and surviving **Ace Hardware** but that could complement it with materials and large equipment rentals.

Also closing up shop is **Curvy Gurlz**, a Chico boutique geared toward plus-size women. Apparently the owner had tried to sell the business, but didn't find any takers. So, get on over to 1376 Longfellow Ave. before Jan. 24, when it'll shut for good.

LET'S CELEBRATE!

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