

42
YEARS IN
BUSINESS

David Halimi

OWNER

Diamond W Western Wear, since 1978, has been an icon in Downtown Chico. Locally owned for 42 years, offering a lot more than Western Wear for the entire family. Diamond W has grown over the years to be Northern California's largest full service Western Wear store by simply providing exemplary customer service with "Lowest Prices Guaranteed".

Inside Diamond W's award winning two-story store, you will also find Pat's Shoe Repair, in business since 1949, and Diamond Productions, producing quality events since 1978. The friendly and knowledgeable staff treat their customers as their extended family. David Halimi believes that if you want to be in business long-term, you need to think long-term. They don't look to make money on every transaction with a customer, rather do whatever it takes to keep their customers happy and coming back. Diamond W's dedicated staff will take the time to find whatever you need and special order it at



no additional charge with 100% satisfaction guaranteed! Diamond W offers a lot more than just Western Wear for Men, Ladies, and Kids.

"We take pride in our business, value our customers, and love being in our beautiful Downtown Chico. We are here to stay."



181 E 2ND STREET • CHICO • 530.891.1650
WWW.DIAMONDWONLINE.COM

85
YEARS IN
BUSINESS

LOCALLY
MADE

GREEN
BUSINESS

Lewis Johnson

OWNER

Butte View Olive Co. and Stella Cadenete, two wildly popular olive oil labels that serve cooks across the nation, are produced right here in Oroville by Lewis Johnson and his family.

It all began in 1935, when Johnson's grandfather first began farming the 150 acres of olive trees that they still have today. In 1999 Johnson produced the first bottle of Butte View olive oil after three years of fine-tuning his process.

Today, Butte View produces a wide variety of extra virgin olive oils infused with flavors including: jalapeño, garlic, basil, lemon, lime, blood orange and rosemary. These pure, light and delicate hand crafted oils provide wonderful aromas and distinctive accents to any dish making them truly unique and excellent – just one more reason why these olive oils are "Gold" and "Best of Class" medal winners.

Mr. Johnson welcomes you to come experience California sunshine in a bottle!



Available in Chico at Maisie Jane's, Made in Chico, and S&S Produce, in Oroville at Collins & Denny Market, and Wagon Wheel Market, in 250ml and 500ml bottles.

**BUTTE
VIEW**
olive company

2950 LOUIS AVE • OROVILLE
530.534.8320 • WWW.BUTTEVIEW.COM

51
YEARS IN
BUSINESS

LOCALLY
MADE

Chico Paper Company

Eric Metcalf started his career as a custom picture framer in 2000. He worked hard to perfect his craft, and when he got the opportunity to purchase Chico Paper Company, he and Jessica Capen jumped on it!

Together with their talented crew of designers and framers, the gallery represents over 30 local artists in addition to offering custom picture framing. "We are so fortunate to live in a town that values local artisans and supports small businesses. We really get to know our clients who quickly become our friends. Who doesn't love doing business with friends?" Eric said.

The gallery is currently undergoing a huge renovation to showcase the largest selection of local art in Chico. From the floors to the walls, and everything in between, the local cornerstone will be completely new, fresh and ready for the grand re-opening party March 7th.



In addition to original paintings and photographs, the gallery is home to local legend, Jake Early's serigraph prints. Pottery, digital art and a huge selection of beautiful jewelry are also showcased. See for yourself why the store is voted "Best Place to Buy Art" year after year.



530.891.0900 • 345 BROADWAY • CHICO, CA 95928
WWW.CHICOPAPERCOMPANY.COM

40
YEARS IN
BUSINESS

LOCALLY
MADE

GREEN
BUSINESS

Chico Certified Farmers Market

The Chico Certified Farmers Market is a non-profit organization with a membership base of 100+ individual businesses, staff personnel and a board of directors. July 2020 marks our 40th anniversary!

The Market provides a unique experience for customers to meet their farmers and shop year-round for the freshest, locally grown produce.

Ask any vendor! They will say they love building meaningful connections with the customers who attend the market. The face-to-face interactions are genuinely positive, full of gratitude on both sides, and give our farmers instant recognition for their hard work.

Not only are our markets full of amazing products, but they are also community events that bring people together. Each market is a celebration of seasonality, community support, and locally grown or produced items.



We want to continue supporting farmers for years to come, including new, up-and-coming farms that are in need of the support that a consistent market offers. We would love to see new faces every week, including young families that want to lead a healthy lifestyle.



CHICOFARMERSMARKET.COM
7:30 - 1 WED & SAT • WED - 30 PLAZA WAY; SAT - E 2ND STREET