

Major renovation at Sisters Coffee Co.

By **Jim Cornelius**
News Editor

They didn't have a fire. They're not leaving town. All that yellow caution tape and unusual activity at Sisters Coffee Co. means that the Durham family is in the midst of a \$295,000 renovation of their landmark business.

The remodel will completely change the layout and traffic flow of the coffeehouse, and bring in state-of-the-art coffee- and espresso-making equipment. Their stated goal is "to design the most beautiful and efficient coffee house in Oregon."

"Our hope is to offer an unparalleled coffee experience in Oregon," Jesse Durham told *The Nugget*.

Jared, Jesse, Leigh-Anne and Justin Durham have worked together since last July to execute the project. Jared, Sisters Coffee Co.'s Director of Retail, was the project manager. The family nature of the project is in keeping with the whole history of the business, which opened in a tiny "coffee shack" on Hood Avenue in 1989. Winfield and Joy Durham launched the business and a second generation

of Durhams has grown up in it.

Winfield built the lodge-style building that currently houses the business in 2005.

A significant aspect of the remodeling project is to honor Winfield and Joy's "legacy of hard work, integrity, and faith," Justin told *The Nugget*. Their names will be carved into the wood of the entry flooring.

Justin told *The Nugget* that working on this extensive renovation has really brought home the scale of the undertaking that Winfield engaged in back in 2005.

"We were just sitting on the balcony saying, 'How did dad do that?'" Justin recalled.

"They started something amazing and we've matured; we've grown up and we're professionals in the coffee

industry," Leigh-Anne told *The Nugget*.

As professionals in an ever-evolving industry, the Durhams recognized that they needed to make some changes to stay at the leading edge. Part of that had to do with changing the interior to cope with the high-volume of traffic the success of the coffeehouse has engendered.

They surveyed customers — visitors and locals alike — and determined ways to "craft an outstanding coffee experience every day for every cowboy, quilter, visitor and hipster," as Justin put it.

For example, many people, particularly locals, provided feedback that the shop was often too crowded to simply come in and grab a cup of coffee.

"We listened and we've



PHOTO PROVIDED

Justin, Jesse and Jared Durham are carrying on a family legacy.

implemented a coffee bar so they can just come in and get a coffee," Justin said.

That's only one element of a new floor-plan designed to promote efficient flow. Leigh-Anne noted that local craftsman Jim Newport has built a long, new custom table of Norfolk pine to provide extra seating — another element

that customer surveys indicated needed enhancement. Even the bathrooms are getting an upgrade.

Ultimately, of course, the "coffee experience" depends upon consistently crafting an excellent cup of espresso or coffee drink. To that end, the

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