

COUPON



**FREE DELIVERY\***  
and Store Take-Out  
Coupon

Order any size regular or extra-thick crust  
or deep-dish Sicilian pizza and receive...

**2 free toppings**  
plus 2 free large drinks

**SY'S PIZZA**  
1211 Alder on campus **686-9598** \*in our area

COUPON



**Perfect for a Barbeque**  
**Fresh Halibut & Chinook Salmon**

Purveyors of fine fish, seafoods,  
imported cheeses and specialty foods

1545 Willamette St. 1647 Coburg Rd.  
344-2371 683-7386

**GELATO!**  
**THE**  
**DIFFERENCE**  
**IS IN YOUR**  
**EXPRESSION**

**MARCO'S**  
*Gelato d'Italia*

2495 Hilyard  
683-1417

**BRING**  
**SOMEONE**  
**YOU LOVE**  
**TO MAZZI'S**



**ITALIAN FOOD**

3377 E. AMAZON  
687-2252

Announcing the  
**Grand Opening**



of the  
**Red Barn Meat Dept.**

During the week of June 9-16..  
we will offer a

**Bottle of**  
**Champagne for a**  
**Penny!!**

with every \$25.00 purchase of meat!

- Hormone-free Chicken
- Nitrate-free Low-Salt Bacon
- Homemade Sausage
- Oregon Pacific Fish
- Rabbit

Locally raised, grass-fed  
Pork & Beef & Lamb  
No hormones, growth  
stimulants or harmful  
antibiotics



**Meat shop open daily 11-7 4th & Blair • 342-7503**

# EAT BEAT

by Martha Wagner

In attempting to provide readers with tasty tidbits about local food products and locally-grown produce, local restaurants and new cookbooks, I have not, I confess, made a point of keeping you posted on food trends beyond the Willamette Valley.

Trend-conscious food lovers, I figure, are educating themselves with their monthly subscriptions to *Bon Appetit*, *Gourmet* and *Cook's Magazine*. Big-city food trends usually take a couple of years to make it to Eugene (witness the current popularity of fresh pasta and pesto—now passe with the trendiest chefs and food critics). Meanwhile, however, we are blessed with wonderful local foods of timeless appeal—Oregon seafood, cultivated and wild berries, wild mushrooms, a wide variety of fresh vegetables and more.

Nationally, food has become a question of fashion. What's "in" and what's "out" may not matter much to us at home, but when travelling who wants to risk embarrassment or rejection in the company of raddiccio (exotic salad greens) and chevre (French goat cheese) eaters? Karen Brooks, food editor at Portland's *Willamette Weekly* newspaper, recently enlightened Portlanders with the latest list of food fashions, determined yearly in New York by food writers and restaurateurs. For what it's worth, here is some of that list:

<b>IN</b>	<b>OUT</b>
fajitas	tostadas
Mexican food	Japanese food
tapas	sushi
apple and cherry wood for grilling	mesquite
boutique beer	national-brand beer
peasant breads	baguettes
gelato shops	cookie shops
(Eugene, we're in the running!)	
pansotti	tortellini
chicken potpie	chicken McNuggets
Napa Valley (CA)	South of France
goat's milk yogurt	cow's milk yogurt
fennel	arugula
smoked fish	smoked turkey
lemon grass	ginger

• • •

**Johan's Bakery**, purveyors of both French baguettes (currently "out") and Poppi's Greek Peasant Bread (currently "in"), is now easing out of the wholesale bread business after six years. Owners Johan and Kay Mathiesen decided that they really couldn't compete with the big companies like Orowheat and Williams. Instead, they plan to expand on the concept of the neighborhood bakery, which has been part of their business at their Fourth and Blair location for the past three years.

A recent survey of their retail store customers showed that 20 percent live in the Whiteaker neighborhood, although the bakery draws customers from most other parts of town as well.

"We want to focus on what we like best—personal contact with our customers," says Kay. "We decided bigger [bread sales] is not necessarily better."

Johan's will continue to supply bread to its local restaurant accounts (Poppi's, Jo Federigo's, Greek Isle and Bayou Kitchen) and a handful of retail stores willing to pick up orders, but changes are coming: more retail baked goods and a new cafe business.

Outdoor seating and new landscaping are planned this summer. In the fall, half of the bakery's office space will be converted into indoor seating. The bakery will expand its current line of breakfast pastries, cookies and cakes to include more lunch items, such as pizza.

• • •

**The Monster Cookie Company**, catering to local sweet tooth needs for eight years, has opened a small ice cream parlor in the front of its retail shop at Fifth and Willamette, across from the downtown Post Office.

The menu features Sweet Surrender ice creams, soda fountain drinks, espresso and other coffee drinks. Also available are the cookie company's many sweet treats—brownies, snickerdoodles, date nut muffins, oatmeal date bars, shortbread and the popular monster cookies—plus bagels and croissants.

The bakery-ice cream parlor is open from 7:30 am-9 pm weekdays; 10 am-9 pm Saturday and noon-5 pm Sunday.

• • •

Everyone who enjoys cooking doubtlessly wonders from time to time about some of the great mysteries of the kitchen—why onions make you cry, why beans cause that gassy feeling, why egg whites must be so carefully separated from the yolks, how puffed cereals get puffed, and the like.

A new book reveals the answers to many of these great mysteries. **On Food and Cooking: The Science and Lore of the Kitchen** by Harold McGee (Charles Scribner's Sons, 1984) provides 680 illustrated pages of culinary lore and scientific explanation. Chemistry and biology figure prominently, but McGee's book is far from dry and stuffy. The author's love of food and sense of humor about it are evident throughout. He offers wonderful tidbits about the history of food, the evolution of the human diet, the etymology of food terms and much more.

In the chapter on Sugars, Chocolate and Confectionery, McGee notes that the cocoa tree was named *Theobroma cacao*, after the Greek word *theobroma*, meaning "food of the gods." Although Spanish explorers brought the cocoa bean back from South America in the early sixteenth century, chocolate was used only as a beverage until 1828, when Conrad van Houten developed a process to make cocoa powder. Chocolate candies became popular around 1880, but chocolate bars were not developed in this country until 1910. The bar candy got its biggest boost during World War II when issued to American soldiers. To explain the limited quantities of chocolate in the stores, Nestle's ran a full-page magazine ad showing Ernie Pyle typing this news story:

"When our infantry goes into a big push each man gets three bars of D-ration chocolate, enough to last one day. He takes no other food. . . ."

The ad continued: "Yes, chocolate is a fighting food. It supplies the greatest amount of nourishment in the smallest possible bulk."

McGee's book is the kind you can pick up and begin reading on any page, although you can also find a particular topic through the detailed index. The book costs a steep \$29.95, more than many cookbooks, but less, indeed, than a fancy dinner for two.

• • •

There are cookbooks for everyone today—people who hate to cook, people who want a gourmet dinner in 60 minutes, people who love ground beef or chicken or bagels and want to know 50 ways to fix them, people following dozens of special diets. . . .

One of the best new specialty cookbooks is **The Allergy Self-Help Cookbook** (Rodale Press, 1984) by Marjorie Hurt Jones, R.N. Allergy cookbooks are not a new item. Many of them, however, use highly-processed foods and pay scant attention to good nutrition. Some of these books assume that a reader has only one food allergy when, in fact, the reader may have several and thus cannot use some of the recipes provided. Jones avoids these problems in her cookbook. She also manages to make an allergy diet interesting and varied. The 325 recipes offer many favorite foods that are often off-limits to allergy sufferers: pizza, pasta, breads, cakes and sauces. Like other Rodale cookbooks, Hurt's recipes are designed with good nutrition in mind. One chapter explains how to plan a Diversified Rotary Diet, a special diet which can minimize allergic reactions by rotating foods. Other chapters offer tips for dining out and packed lunches, plus a list of mail order food suppliers.

**Fifth Pearl Delicatessen Restaurant**

Featuring:  
Over 50 Sandwich Selections,  
Orders to Go Welcomed.

Fifth & Pearl  
Eugene 484-0686