

EAT BEAT by Martha Wagner

Never a dull moment
in Foodland...

Reflections & Farewell

Some years back I had a job that consisted primarily of watching movies and TV programs, then writing reviews of them. More recently I've been paid to write about restaurants, new foods, eating trends, cooking, and the many people whose livelihood is food related, from farmers and chefs to food activists.

These jobs with tube and food might seem a bit cushy. Most jobs, however, bring with them certain inherent hassles. Restaurant reviewers and cooks typically struggle with excess weight. My own challenge has been finding material to fill this space once a month for three years. I've written about pasta, "designer" vegetables, fast food, healthy breakfasts, new restaurants and food businesses, food gifts, food irradiation and more. Now I'm turning in my napkin and notebook with this final column of "Eat Beat." I'm off to Portland next month for new adventures.

Observing the local food scene and national trends, too, has never been dull. Often, it's been a treat. There have been annual treats like food sampling at Saturday Market on opening day each spring, and occasional treats like sampling new products at Euphoria Chocolate. Along the way I've grazed my way through several food trade shows, from Portland to Anaheim, meeting the people behind many products. I've made eat-and-write trips to San Francisco, Portland, and the Oregon Coast.

Restaurants More Sophisticated

In three years, the local restaurant scene has become more sophisticated and food stores have improved. During the growing season, we're blessed with locally-grown produce of exceptional quality and variety. On a recent visit to the East Coast I saw just how mediocre produce can be, even during the summer, when so little is grown locally.

What specific changes have there been in three years?

Hilda's Latin American Restaurant opened on the Westside, while the Council for Human Rights in Latin America served its last Thursdays-only Hard Time Lunches.

Johan's Bakery closed on the Westside. Johan and Kay Mathieson have now moved to Salem, where Kay will manage Euphoria Chocolate Company's new store. Bread Stop, a wholesale and retail bakery, opened on Willamette Street.

Book and Tea opened a restaurant and French Horn Cafe moved from the Fifth Street Market to the new L and L Market on Willamette. Fifth Street's cafe area was remodeled and Mirabelle took the French Horn location. Downstairs, a new juice bar opened and Hamburger Terry's was transformed into the fifties-style Terry's Diner.

The area's first Thai restaurant, Kuraya's, opened in Springfield. Zoo Zoo's folded and The Kestrel Cafe opened in its place. Also new on the restaurant scene: the new Original Joe's, Ambrosia, Provati, Park Street

Cafe and Sixth Street Grill.

New Food Stores

Oasis Fine Foods, a new purveyor of natural foods, organic meats and more, opened on South Willamette Street. The in-store bakery, Le Petit Gourmet Bakery, is the latest venture of the people behind the cake mixes of the same name.

This month a new store, Burliman's Whole Foods Company, will open at 140 E. 5th Ave., one block from Fifth Street Public Market.

In Springfield, the area's original natural food store, Health Food and Pool, closed at the end of 1986. The Springfield Creamery moved to West Eugene.

United Grocers chose Eugene for its first mammoth Food Connection supermarket, which opened in late July in Delta Oaks Shopping Center. Shoppers are supplied with maps to find their way around. They can rent a video, buy stamps and get cash from the automatic teller machine 24 hours a day. A taste of the future?

Humble Bagel's bagel monopoly ended. The Bagel Bakery opened on the Westside. Bagel differences and preferences became a major topic of conversation.

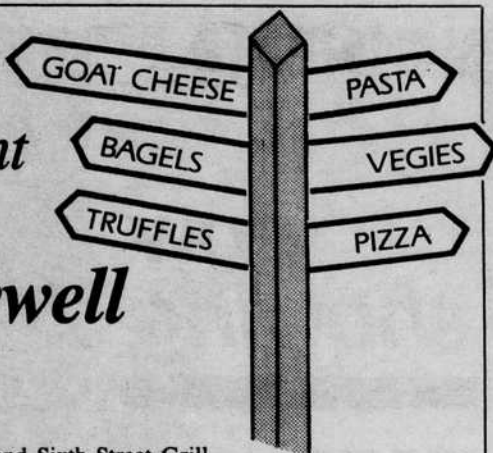
The Latest in Pizza

Yuppie pizza, not yet a major topic of conversation, arrived quietly. The Excelsior Cafe, Charcuterie and Ambrosia offer hip pizza eaters such toppings as goat cheese or brie, pesto, leeks and roasted peppers.

People of all socio-economic groups now partake of frozen yogurt. It's sold all over town, from Valley River Center's Food Pavillion to Prince Puckler's and Bob's Burger Express. No yogurt shop yet offers weekly or monthly flavor charts, as do several of the Portland shops. Some frozen yogurt fanciers take the healthy, sans-topping or fruit-only approach; others pile on the calories with crumbled Oreos, Butterfingers and M & Ms.

Never a dull moment in Foodland. Writing about food midway through the Eighties has been especially interesting because of the different ways people view food. More and more people are reading food labels and changing their diets in the interest of better health, but we Americans have a vast array of diets, influenced by advertising, food chic, time considerations, household size and other factors. Food surveys divide eaters into numerous eating styles, from the weight-conscious epicure to the junk-food junkie (see the October issue of *American Health* for an in-depth look).

If, through this column, I've brought you a few chuckles or some useful information, I appreciate the time you took to read my efforts. Thanks, too, to the many people who so willingly assisted me with information.



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11:00 AM	KSND/KEED Live Broadcast Prize Giveaways till 4 pm Free Pepsi all day
11:30 AM	EWEB's Power Display Victoria Patton
12:00 N	Author & speaker speaking on "Body Works"
1:00 PM	Oregon West Fitness Aerobics Demonstration
2:00 PM	National Academy of Artistic Gymnastics Demonstration
2:15 PM	EWEB's Power Display Victoria Patton
2:30 PM	Author & speaker speaking on "The Works"
3:00 PM	Oregon West Fitness Aerobics Demonstration
3:15 PM	National Academy of Artistic Gymnastics Demonstration
3:30 PM	Rosemarie Eisenberg Hypnosis & Creative Visualization

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