

Meet the Merchant

Interview by Luke Whittaker lwhittaker@crbizjournal.com



PHOTOS BY LUKE WHITTAKER

ABOVE: Sierra Briggs is the owner of Sierra's Place, a food truck that opened in December in Seaview. TOP RIGHT: Sierra Briggs hand-presses fresh fries. BELOW: The menu, as seen at Sierra's Place.

Q: When did you officially open?

Sierra Briggs: December 1st.

Q: Where are you from?

A: Originally, Phoenix, Arizona. But I've lived everywhere.

Q: What did you do before starting the food truck?

A: I ran The Old Fishtrap in Chinook. This is what I've always done, worked in restaurants and businesses. I'm a chef. I went to culinary school.

Q: Where did you attend culinary school?

A: The Art Institute of Raleigh-Durham in North Carolina.

Q: Can you tell us about the food at Sierra's Place?

A: It's all American. It's hand-pressed burgers and fresh, hand-pressed fries. The burgers are 100% ground chuck. The spicy bbq beef is beef chuck roast. I like to stick to better quality food. Fries are never frozen, they're hand-pressed here.

Q: Is there an item on the menu you consider your specialty?

A: I'm known for my breakfast burritos. Yesterday I sold 31 burgers and 37 breakfast burritos.

Q: What's the biggest difference when it comes to running a food truck versus a restaurant?

A: This is just a kitchen. When you're in a restaurant, customers come for the ambiance, staff



LUKE WHITTAKER

The menu, as seen at Sierra's Place.

and service. When you're in a food truck, they come for your recipes. It's just your food, I'm only a kitchen now.

Q: What do you consider the trickiest part of operating a food truck?

A: Space. It's a small space. People ask if I'm

Sierra's Place

Sierra Briggs, owner

3909 Pacific Way, next to the Seaview Mobil gas station

Open 7 a.m. to 6 p.m., closed Tuesday and Wednesday

going to expand my menu, and I say, 'Sure, as soon as I expand my refrigeration.'

Q: Are there things you're considering adding to the menu?

A: Yes, I'm going to install a bigger refrigeration unit and sandwich table. Then I'm hopeful to put in a charbroiler.

Q: What was your biggest concern before starting the business?

A: COVID and the wintertime at the beach. I'm not looking at the tourism dollars — I have to draw in the locals. And it has to be good every time they come.

Q: What has been the biggest surprise so far?

A: How busy I've been. It's wintertime at the beach and I've been pretty busy. On the bad weather days, I don't get a whole lot. But on nice days like this, we've already done pretty good.



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