

Rabid for Goat

Housed in a low Whiteaker building that used to be home to a bathtub-toy manufacturer is Eugene's newest addition to the coffee-culture expanding and intensifying in the Northwest. **Wandering Goat Coffee Co.** (268 Madison St.) is both coffee roaster and café; you can peek into the former from the latter, admiring the shiny, new roasting machine that keeps Wandering Goat owner Michael Nixon informed of the slightest change in temperature of the beans roasting inside.

Nixon and his partner, Heather Jones Nixon, began Wandering Goat in 2004 as a roaster "dedicated to bringing fresh perspectives to the craft of traditional artisan roasting," as the company web page explains. With a focus on balancing quality and sustainability, Wandering Goat's dedication goes beyond simply insisting on organic and fair trade coffee beans. It extends to the other businesses the Nixons support through their purchases (makers of recycled paper napkins and compostable straws), the efficient roasting machine they use and the approach they take to brewing coffee in the Wandering Goat café, which opened last November.



"Bad cups reflect badly on the farmers," says Nixon, a slender, bearded 30-year-old with an infectious passion for quality coffee production from bean to cup. A former barista, Nixon adds that Wandering Goat "won't ever serve a drink that isn't absolutely perfect." If that sometimes means longer waits for a cuppa while baristas toss out imperfect shots, that's part of the process of "fighting against the idea of coffee as disposable," Nixon explains. Nixon sees Wandering Goat as part of a shift in the old-school method of coffee production, a shift away from the "guild method" to a more collaborative effort between coffee fanatics all over the world. Online communities allow far-flung roasters and baristas to share techniques, resulting, Nixon says, in "interesting and dramatic improvements, mostly in espresso, in the last five years." He notes that people new to Eugene are looking for

coffee shops like Portland's Stumptown, and they're finding that same dedication to superior, sustainable coffee practices at Wandering Goat.

They're also finding simply exquisite coffee in a welcoming space that hosts art exhibits, occasional live music and regular DJ nights, as well as weekly Moldy Pig Society events on Sundays, during which silent movies play as DJs spin old 78s. And though it's unfair to their admirable business practices and carefully roasted coffees, one of the first things you might hear about Wandering Goat Coffee Co. is about the milk. Unlike most coffee shops, which charge soy milk-drinkers extra for soy or rice milk, Wandering Goat charges extra for dairy milk. But charging for dairy isn't part of some scheme to make the dairy-drinkers suffer, Nixon explains; it's just that the milk they get, from Noris Dairy in Crabtree, is more expensive. "We almost didn't have dairy, because we couldn't find one we felt good about," says Nixon, who's pleased with Noris' all-organic, non-homogenized milk and the way the dairy treats its cows. For non-dairy drinkers, Wandering Goat offers not just the usual soy and rice options but almond and hazelnut as well. (A Wandering Goat iced hazelnut milk mocha is a thing of intense flavors that lasts for hours.) Combine any of these with the Goat's coffee — or don't, if you like it black — and you'll quickly taste why Wandering Goat is beginning to earn, as Nixon says, a "rabid following." — *Molly Templeton*



Bud Terwilliger

Everything But the Kitchen Sink



Lisa Hartwick

There are stores you can spend hours wandering in. **Hartwick's**, in 5th Street Market, is one of them.

Large, glass doors with round metal handles reveal an open entryway filled with kitchen regalia. Pastel metal strainers welcome each of the store's customers. Here is a world with every possible type of blender and cookbook, from one for deviled eggs to one filled with pancake and waffle recipes. Wandering eyes get lost in the sea of sparkly steel pots that shine under the store's warm lighting. Even cleaning products look sexier and more sophisticated under the store's gaze.

It's easy to see why people are perplexed by the entryway's bright red mat that reads "100% Local." The collection of Kitchen Aid products, Le Creuset pots and pans and exquisite ceramic dishes with matching linens doesn't necessarily give the impression that the store's locally owned, but why exactly? Where does this confusion come from?

Owner Lisa Hartwick opened her store last October after a year and a half of implementation. Frustrated with having to go to Portland to buy her favorite kitchen items, she says, she used her background in marketing to open Hartwick's. During the planning process, Hartwick extensively researched the demographic of her customers, searched for the perfect location and designed the look and feel of the store.

Hartwick says the first couple of months were challenging. "Customers would say 'I've been in your store before,'" despite the fact that it's the only one under her last name, which she admits sounds chain-ish. In general, customers are excited to hear about the store's local ownership. Hartwick is an Oregon girl who has been in Eugene 12 or 13 years. "The community has been truly fabulous," she says of her customers.

Hartwick's also offers cooking classes, which change monthly. April's calendar ranges from wine-tasting techniques to crepes to Italian soups. Prices vary depending on the class and the registration deadline is one week prior to each class. Call 686-0126 for more information. — *Amanda Burhop*

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