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FOR A Daily Astorian Classified Ad

Pacific Pearl brings arty vibe, 'Inverted Experience'

By EVE MARX
FOR EO MEDIA GROUP

Sometimes you just want a cup of coffee. Any reliable place will do. But sometimes you want an experience. That's when you go to Pacific Pearl.

Dawn Greenfield, owner-operator of Pacific Pearl Coffee Company, home of handcrafted beverages and treats, located one block from the beach on Broadway Street, arrived in Seaside by way of Vegas.

"I was born in Portland," Greenfield said. "My husband is from New York. Da Bronx! We took a vacation to Seaside, and that moment decided this was where we wanted to live."

Greenfield said she believes in making coffee the old-fashioned way. And it's Sleepy Monk organic coffee she's brewing.

"Every beverage ordered is handcrafted," Greenfield said. "We grind the beans. We work the press."

Don't take yours black? Pacific Pearl has just about any lightener you can think of. Soy milk. Hemp milk. Rice milk. And for those "the heck with calories, give me the Half 'n Half" types, she's got it. You want whipped cream and chocolate on top? Sure thing.

And they've also got the newest craze: white espresso. What's that again? "It's made from beans that are barely roasted. It's a true caffeine rush," Greenfield said.

Pacific Pearl is a family-run business.

"My whole family is on board," Greenfield said. "I couldn't do it without them."

After being open for



SUBMITTED PHOTO

Welcome to the inverted experience in Seaside.

about a year, Greenfield was more than ready for a space rearrange. She closed for two weeks to complete the remodel but is rarin' to go once again.

"Before, pretty much everything we offer was to go, but now we can offer our patrons sit-down counters and tables," Greenfield said. The space also doubles as a venue for art. "Our walls are an ever-changing gallery for the work of local artists."

Pacific Pearl does have an arty vibe. It's not entirely mellow; the atmosphere feels alive. The place seems like a perfect destination after an athletic walk or run on the promenade, or

where you might pull up on your Harley when you're ready for a caffeine shot. As Greenfield's pal Keith I. Baker noted, it's on the surrey route.

"Tourists can park their surrey out front and come inside for a smoothie," Greenfield joked.

This summer she'll be adding a few dessert items to the menu.

"I'll be doing homemade pound cake with Oregon berries and whipped cream," Greenfield said. "We'll see what else."

Meanwhile, she is open to catering corporate events, beach weddings, and is thinking ahead to Hallow-



EVE MARX/FOR SEASIDE SIGNAL
Dawn Greenfield, owner-operator of Pacific Pearl, in Seaside.

een. A substantial portion of her store's unused space is about to become an exciting tourist attraction called the "Seaside Inverted Experience."

Greenfield's friend Keith I. Baker, the venue's owner and creator, and a mariner for 30 years, has brought his unique perspective to open the Inverted Experience.

"It's a one-of-a-kind photo adventure with a vintage Seaside theme," Baker said.

The Inverted Experience is truly upside down. Patrons pose in an upside-down bedroom, bathroom, or upside-down bar. Famous Seaside attractions like the Promenade and the reef of the Seaside Aquarium have been reproduced, albeit upside down.

The idea: You use the camera in your cell phone to take a photo, which is then photo-shopped. You'll have a unique keepsake to forever document your time at the beach.

Meanwhile, once you've had your fill of life upside down, kick back at Pacific Pearl.

"I'm really glad to be here," Greenfield said. "It's been a long time dream of mine to have a coffee shop."

Pacific Pearl Coffee Co. is located at 111 Broadway St.