

**Advertiser Highlights**

## Applegate Store and Cafe

The Applegate Store began simply as a post office located across the street from the present-day Applegate Store and Café. John Pernoll was the postmaster of Applegate from 1901 until his death in 1938. His wife then took over the business, heading it until her death in the 1950s. After Mrs. Pernoll died, the post office was transferred across the street and turned into a store/post office combo that was named the Pernoll Store. This residence was torn down and in 1947 Edward Kubli purchased the property. He built a store, installed gas pumps, and had auto service. This was called the Applegate shopping center. Edward Kubli, and his son Norman, decided to make use of the swimming hole in the river and they created a park and picnic area and called it Applegate Wayside which is located next to the Applegate Store today. The park area is still privately owned and is now being upgraded for parties and events.

The Applegate Store has come a long way from its beginning as a post office. There are always ongoing changes, planning, improvements, attuned to the needs and wants of the community. I have grown up around the Applegate Store and Café and I have seen the many improvements it has undergone as each owner has tried to change the business for the better. The Reynolds family currently owns this local store and has for the last five years. Jeannie and Jackie Inman previously

bought the property in 2002 and in 2004 Patrick and Neal Reynolds took over.

Many improvements have been made to the store so far and there are still many more to come. One of the first changes was that the Inmans decided to begin making baked goods to sell in the store. They started a bakery in the section of the store that used to be the Applegate Library. They called the bakery Annie Mac's because that was the name of Jeannie's great grandma (Jackie's grandma), who taught her everything that she knows about baking. In the Café, the Reynolds completely revamped the menu and added new and interesting burgers such as the Morning Burger and the Lone Star Burger. The No Name Burger has recently become a huge hit in the Applegate Café. Patrick is the only person who knows the recipe to this mouth-watering burger. The main focus of the changes has been improving the overall quality of the food. There is a daily selection of homemade salads and Annie Mac's Bakery makes fresh homemade desserts.

Improvements have also been made to the outside of the store, such as having it painted. Recently there was a beautiful mural painted on one of the buildings, which attract lots of attention. There are more cosmetic plans being made for the store. Next spring or summer the Reynolds are planning to repaint the inside of the store and café. They plan on replacing the floors as well, and any other cosmetic improvements

that they can find. They also want to knock down a wall and expand the dining room area which will allow for more business.

Many community folks have started going to dinners on Friday and Saturday nights in the Café. Fridays consist of All-You-Can-Eat Tacos; on Saturdays there are specials prepared for dinner. Launching the dinners into action has increased business significantly. Eventually, if business progresses, Patrick would ideally like to expand dinners to every night.

The Inmans have recently started a "Green" juice bar, for healthy living. It is located in the Annie Mac's bakery. This idea came about when they found out that one of their family members had cancer. Making these healthy smoothies and eating better helped her feel better even while being on all her medications. The whole family supported her and ate healthier and they soon began to feel better and lose weight, so they decided to bring it to the rest of the

community. Adding this juice bar has also helped to attract more business for them, and the Applegate store as well.

Overall, the greatest thing about the Applegate Store is the good family atmosphere. There are many different families working for the Reynolds, as well as many of their own family members, to create a nice friendly atmosphere for the co-workers and customers alike. In the last five years of owning the store, Patrick feels that he and his family have become more trusting and have improved their relationship with the community as a whole. So if you're sitting at home wondering what to do, or if you are just passing by, stop in at the Applegate Store and Café and enjoy the good food and company.

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## Applegate Store & Cafe

Good Food!  
Best Burgers Around!  
Famous "No-Name" Burger

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All homemade desserts from  
Annie Mac's Bakery

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Friday Night  
All-You-Can-Eat Taco Special

15095 Hwy 238  
Applegate, OR  
541-846-6659

Open 7 days a week  
Hours 7am to 3 pm daily  
7 am to 7 pm Fri. & Sat.

## New local bakery: Rise-Up! Artisan Bread



Last month, Rise Up! Artisan Bread hit the Rogue Valley running after getting licensed to sell their incredible bread. The recipes have been brewing for years, as both Jo, the head baker, and his wife, Rosie, began baking bread eight years ago in various bakeries around the Bay Area. Their dream was to start their own bakery someday, and three years ago, when they moved to the Little Applegate, their dream finally began to take shape.

Now, with the official start of their bread sales, the bread has become a hit! Tim Keller, the executive chef at the Carriage House Restaurant, at the Nunan Estate in Jacksonville, began getting weekly baguettes, ciabatta, and levain (sourdough) loaves from Rise Up! in early August, and says "This is the best bread I've ever eaten, and I'm from San Francisco, so I know good bread - and this is indeed the best ever."

You can also find Rise-Up! Artisan Bread at the Ashland Food Coop, and other small venues like the Siskiyou Sustainable Coop, Pennington Farm Store and White's Country Store. Weekly favorites include: Sprouted Multigrain, Whole Spelt,

Ciabatta, Baguette, Sourdough Fig, San Francisco Sourdough, Olive Levain, Walnut Sage Levain and Apricot/Walnut Levain. A "levain" is a light sourdough, in the French style, different from the "San Francisco Sourdough" they bake, which is for those who like their bread very sour.

They also offer the option to buy directly from them

with a weekly subscription. You sign up, they'll drop your loaf(s) at a convenient location near you, and you get an invoice at the end of the month. They are a deliver-only bakery, without their own storefront, but if you want to tour their incredible bakery, Jo and Rosie always enjoy a visit from interested customers, and you can call to arrange it anytime 541-899-3472.

Their bakery was designed with the help of the San Francisco Baking Institute, a world-renowned organization that offers many opportunities for bakers to learn the top industry standards for artisan bread-baking. One of the most exciting things about their bakery, besides their amazingly delicious bread, is their Spanish-made wood-fired oven. At almost 13 feet in diameter, and seven feet tall, their oven holds a mighty presence. It was built in August, 2008 by two visiting Spaniards over eight days. It burns extremely efficiently and stays hot all week! The most amazing feature is that the stone hearth rotates "lazy-susan" style to make loading it with 80 loaves a breeze. The bakery building is a pole-framed octagon, with a cathedral

ceiling as the stunning center-piece. It was the creation of many local builders and designers. The main builder involved was Talent resident John Difruscia, who is French Canadian and also a big fan of their baguette.

To say a little more about the philosophy behind the baking, Jo and Rosie have been determined from the start to create a business in line with their values for sustainability and locally-produced food. That is why they are committed to staying small and to using local and organic ingredients in their bread. Right now half of their flour comes from Washington State, and the other half from our local Butte Creek Mill in Eagle Point.

They are inspired by people in the slow food movement who value local, handmade products and the relationships that form around them. Slow food is about maintaining direct and healthy relationships between the producers and you (the customers). About their commitment to the slow food movement, Rosie says "This gives us a big job to do, but a fun one,

that brings many joys with it—including connecting with many neighbors that we had never met."


Rosie says they also named themselves Rise Up! because "we were inspired by the many grassroots movements over the last century who have brought the world to an important point in the evolution of society and the human mind. We want to contribute to furthering that evolution into a world we are proud of and excited to live in. That's why we will be contributing 10% of our profits to grassroots organizations who strive for a clean world and a healthy, educated and informed populous." Rise Up! has also begun giving the older bread that comes off the shelves to low-income and homeless people in the valley.

Jo says, "The most important thing for me is to bake the best bread around. It's all about top quality everything."

So support your local bakery and look for them at the stores mentioned above. Also, if you have any further questions you can call: Jo Ferneau and Rosie Demmin, 541-899-3472.

**New Local Bakery**  
in the Applegate!

"Best Bread Ever!"



**Now Available at**  
Pennington's Country Bakery,  
White's Country Store,  
and the Ashland Food Coop

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