

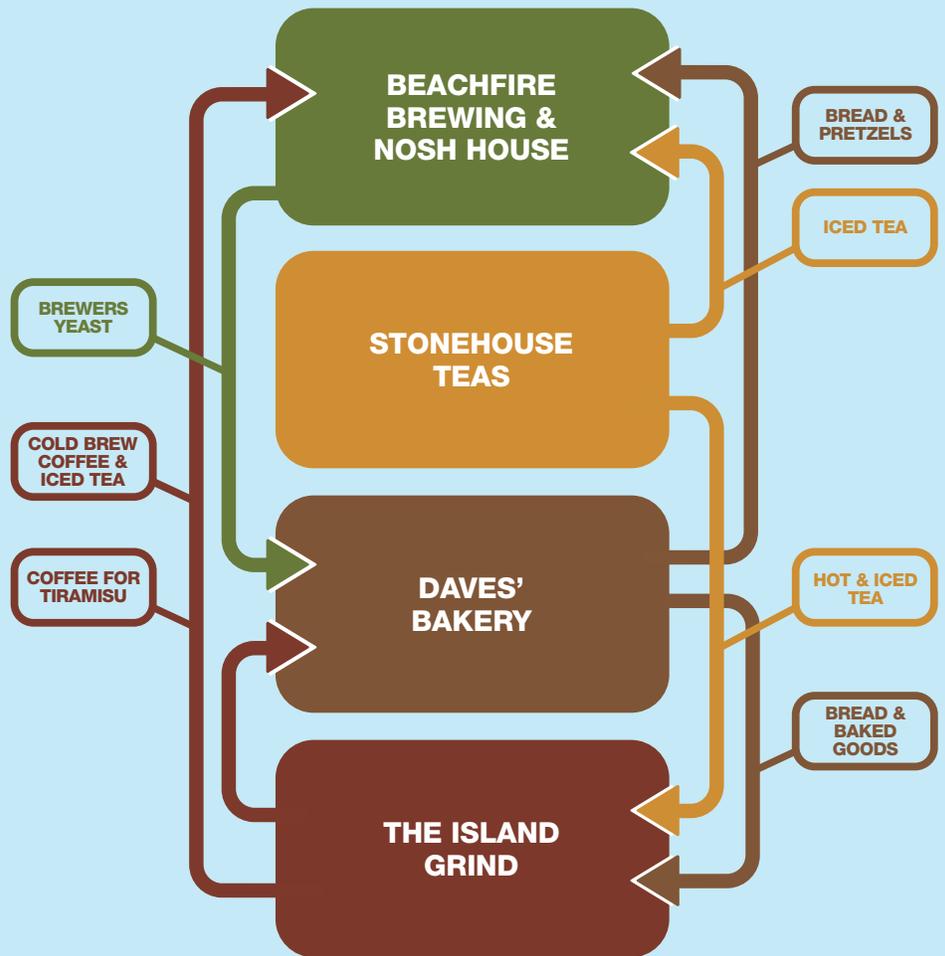


IN THE SPOTLIGHT - AUGUST 2017

The Value of a Local Supply Chain

CR Businesses Old & New Choose Collaboration over Competition

What happens when collaboration overtakes competition? Four Campbell River businesses are experimenting with a new version of the traditional supply chain. Dave's Bakery, Stonehouse Teas, The Island Grind and Beach Fire Brewing & Nosh House provide one another with essential services and work together to create exciting new products. A fresh business-to-business outlook is helping to transform Campbell River's economy, one customer at a time.





DAVES' BAKERY

There has been a bakery in Willow Point for over 25 years, though Dave Placek and Dave Williams took it over only 4 years ago. "The Daves'", as they have come to be known, show up for work around 3:30am every day to ensure that everything coming from their bakery is as fresh as it gets. They pride themselves on using quality ingredients and providing customers with specialty German, Czech, and other European baking.



Daves' Bakery is very community minded, providing lunches to office buildings and baked goods to other local businesses. Their collaborative efforts have recently extended to include two new ventures in Campbell River, Beach Fire Brewing and The Island Grind.



"Dave W. loves beer, so a collaboration with Beach Fire Brewing was natural." jokes Dave P. "But really, it was a perfect fit. It's a small town, they are young owners; it was very natural."

Daves' Bakery provides Beach Fire Brewing with pretzels and sandwich bread, and Beach Fire gives the Daves' brewers yeast, which is used to make delicious, flavourful beer bread. Daves' also supplies Campbell River's newest coffee shop, The Island Grind, with delicious baked treats and bread for sandwiches.

Another well-established Campbell River business has been working together with new start-ups in the city...



STONEHOUSE TEAS

Stonehouse Teas has been around for about 20 years. Current owner Christine Lilyholm bought the thriving business last October. Stonehouse began as a home business that sold tea from home and at farmers markets. Since the brand is strong, Christine has been focused on enhancing the wholesale side of the business.



“It’s more important that people are drinking the tea than where they are drinking it.” she says.

Stonehouse Teas is no stranger to collaboration with other businesses. April Point uses their tea to marinate pork chops. Local artisans use it to make bath bombs. Ocean Mountain Yoga serves it after classes, resulting in people walking in the door looking for ‘the yoga tea’.

Now Stonehouse Teas is working together with both Beach Fire Brewing and The Island Grind to create delicious beverages.

Lemon Mango Tango Tea is one of Stonehouse’s most popular tea flavours, and pairs perfectly with Beach Fire’s craft beer for a summer-flavoured combination. Christine also provides tea to The Island Grind, who use it to make their popular iced tea.

“We’re all stronger together than apart.” says Christine. “When there’s more quality there are more options! Customers love it and your efforts come back around in the long run.”

THE ISLAND GRIND

New entrepreneurs Robyn Yow and Evan Falck have based their business on Australian coffee-culture, focused on an authentic, community-minded, social experience. The Island Grind opened its doors this past January and hit the ground running, winning the Readers Choice award from the Campbell River Mirror for Best Coffee shop, after only 5 months of being open for business.

“The support from the community has been incredible.” says Yow. She and Falck both believe in supporting local businesses, and The Grind shows it. Local artists’ work adorns the walls, and they worked closely with local designer Modlux in conceptualizing their WestCoast-inspired space.

Yow describes the process of choosing a Stonehouse tea for their iced teas as “very exciting.” adding that it was a pleasure to really get into the flavours and settling on one that best fit the Island Grind’s customers.

Collaborating with Dave’s was also a natural fit; after research and many taste tests, Yow and Falck decided that Dave’s was a perfect complement to the Island Grind. “Plus, they deliver!” adds Yow with a big smile.



In return, the Island Grind provides Dave’s Bakery with coffee for their incredible housemade tiramisu. The two businesses also share customers, sending people to one location or the other. The circular nature of their relationship ensures that both businesses can continue to thrive while supporting each other, which is what community is all about.

Island Grind also works together with Beach Fire Brewing to create a special cold beverage that has everybody talking...

BEACH FIRE BREWING & NOSH HOUSE

Co-owners Darrin Finnerty, Laura Gosnell and Matthew Fox opened Campbell River’s first craft brewery on November 10, 2016 and haven’t looked back. The business began with a community-focused agenda, aiming to “bring craft beer and innovative cuisine to Campbell River in a relaxed environment where you can meet new and old friends.”



Matt believes that people, places and Campbell River’s natural environment add to the seaside community’s character, and he wants to take advantage of that uniqueness. He says that being active in the community is key to a successful business.

“Get to know your neighbours. Don’t be afraid of collaboration, it’s beneficial for everyone.”

Beach Fire provides brewer’s yeast to Daves’ Bakery, and uses their bread in-house. Meanwhile, the Lemon Mango Tango tea-infused beer, made in conjunction with Stonehouse Teas, has been a hit. They also worked with the Island Grind to create a limited edition cold-brew ale that satisfied thirsty customers this summer.

“When passionate people talk, things happen naturally.” says Matt of the collaboration with other businesses. “When the baker, brewer and chef get together, gears start turning!”



Christine Lilyholm



Robyn Yow



Dave Placek & Dave Williams



Darrin Finnerty, Laura Gosnell & Matthew Fox