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Urban Roots owners now also co-own The Shack

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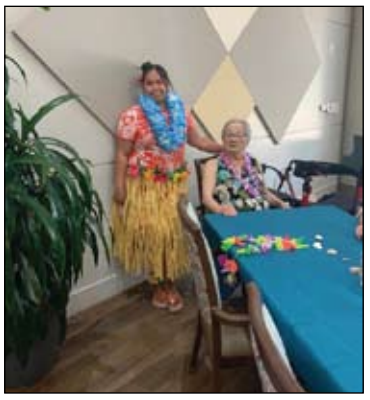
Faces & Places: Luau at ACC's Maple Tree Village

Photos by Linda Pohl

Friends at Maple Tree Village, ACC held an afternoon of food and fun on Friday, Aug. 12. The afternoon was filled with music, live hula dancing and a traditional luau buffet with special themed drinks and treats. There was a musical presentation, followed by a lunch buffet which all ended with an afternoon with Hawaiian hula dancers.

















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Editorial questions: (916) 267-8992

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(Zoom)



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Urban Roots owners now also co-own The Shack

By Monica Stark

Editor@valcomnews.com

As news hit that The Shack on Folsom Boulevard was going to close, neighbors wondered what might come of the downhome and cozy hangout. Just this month, however, Sacramento natives Peter Hoey and Rob Archie of Urban Roots Brewing put the speculation aside and announced their new stewardship of the popular neighborhood gathering place and social hub.

"There is so much history there and we owe it to the community to be a good steward of that," Hoey said. "The biggest things that attracted us to the project is the history there and the vibe. Eating and drinking outdoors, surrounded by neighbors is the vibe we curate at our other locations. So much open air patio space makes coming and going easy for neighbors just walking by, stopping in to say hello. It's relaxed and welcoming like a friend's living room."

The original owners of The Shack, Gary and Jen Sleppy wrote the following joint message on their website: "There have been many claims to fame for our tiny oasis. The Governor of California "Sunny Jim" Rolph was said to have had his first beer after prohibition in our beer garden, which is now the kitchen. When Highway 50 (Folsom Boulevard.) was one of the main roads leading to Sacramento Doc could sell up to 30 Barrels of beer in a day. The Shack is still your source for great beer. We have over 100 beers in bottles and on draft. We try to carry on the tradition of hospitality, good food, and of course the best beer in the world."

The new owners will keep with the hospitality, kindness,

See URBAN ROOTS on Page 6



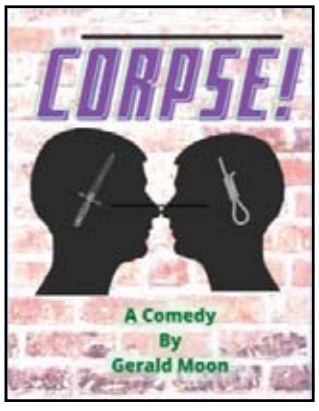
From the left, The Shack's new co-owner Rob Archie with original owners Gary and Jen Sleppy, along with his co-owner Peter Hoey.

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International fest to return to Broadway Sept. 4

By Lance Armstrong

The Broadway International Festival, which made its debut during Labor Day weekend last year, is returning with an increased number of attractions on Sept. 4.

Those new attractions include a health and wellness section and a community stage.

Beginning at 10 a.m., Broadway will be closed to automotive traffic from 16th to 19th streets for this free, daylong event.

Scheduled once again to celebrate cultural diversity through a wide range of entertainment, vendors and food, this event is expected to draw guests from throughout the region to one of the most historic streets of Sacramento.

The setting is perfect, noted Zion Taddese, the festival's founder, and the owner of Queen Sheba Ethiopian Cuisine restaurant at 1704 Broadway.

"(The) Broadway International Festival is a festival where diversity, people from all walks of life (join together)," she said.

"America is a melting pot of ethnicity, especially in Sacramento, (where) it's one of the most diverse cities. Why not celebrate that, especially on Broadway? We have the whole street full of international food. There's Mexican, Indian food, Thai, Ethiopian. So, why not celebrate our food, our culture, our music, who we are as a people through a festival sharing that?"

The event also serves as a way to support small businesses, Taddese added.

"Restaurants especially (have been struggling) for the past two years," she said. "We've been going through a lot of things because of the COVID(-19)," she said. "We are still feeling the aftermath, but at the same time we have to find a way to celebrate life and each other. We still have food, we still have music, we still have people."

Taddese spoke about her idea to refer to the event as an international festival.

"The reason why I called it international (is) because I feel like I'm international," she said. "I grew up in Africa, (in Ethiopia), until I was 16. And I lived in England, in Europe, until I was 26, 27. And then I came here (to the United States) in 2001. I've been living in Sacramento for over 20 years, so this is now my home.

"This is my community, Sacramento. This is where my family is, my business, my friends, my colleagues. This is my life now. That's why I do the festival, the health and wellness, whatever."

This year's edition of the festival will be divided into six sections.

The first of those sections is the cultural stage, which will fea-

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Photos by Lance Armstrong

Zion Taddese, founder of the Broadway International Festival, says this year's festival will be an improved version of this Labor Day weekend event, which debuted last year. She is pictured last week while holding this year's festival poster.



A model displays festive Indian clothing during the fashion show at the inaugural edition of this event last year.



FESTIVAL

Continued from Page 4

ture musicians playing music from different countries.

Another section is the community stage. It will be the site of presentations of the community's talents, ranging from poetry readings, comedy presentations, and live music performances.

Some of those performers have preparing themselves for the festival through Thursday performances at Taddese's restaurant.

"They just want a platform to perform, so (the Thursday shows) are like a stepping stone for them," Taddese said. "It is very family-friendly music."

Taddese spoke about one of the other sections of the festival – the health and wellness section.

"For me, health is the new wealth," she said. "Because of what we went through with this pandemic, one thing we have in common for all of us, from all walks of life is our health, our purpose of living."

Visitors of that section can learn about alternative medicines and foods.

"Food can be medicine, too," Taddese said. "So, how do we educate our people? What type of food they should be eating to help themselves? Even when you're eating sugar, you have natural sugar. This is America. We have everything in here. It's what we choose."

The festival will also include a networking section, Taddese noted.

"If you want to know about financial literacy, who's going to help you with that?" she asked. "If you want to know about life insurance, and if you want to know about business or you want to know about (Taddese's business operations), this would give us a platform to network with other businesses and collaborate with others."

Another section will be the kids' zone, which will include a petting zoo with dogs, cats and a horse.

The remaining section will be the information center, where guests can obtain general information. That section will also include a COVID-19 vaccination center.

"We are going to be very COVID(-19) compliant, so people that want a mask, we (will) provide free masks right there (at the information center)," Taddese said. "We will also have (hand) sanitizer."

The event will additionally include a wide variety of food for sale and different offerings from various other vendors.

A community block party with live music will follow the festival, from 7 to 10 p.m. The festival itself will end at 7 p.m.

Taddese, who organized last year's festival with various volunteers, credits her current team of about 10 volunteers for working together behind the scenes to make this year's festival a success.

"Even though it was an amazing event (last year, it) was a learning process," she said. "But this year, we have really a peaceful team. We really know what we're doing. I have a marketing team, I have an administration team, I have a sales team. So, we have a strong team that (is) coming together to make this happen."

Taddese invited the community to attend this year's festival.

"Just come and enjoy diversity on Broadway while you enjoy your music, your art and culture while you're learning and supporting community businesses, and being alive and celebrating life," she said. "That's what we're going to do: bring people (together) from all over the place."

For additional information about this event, visit the website, www.Broadway-Festival.com.

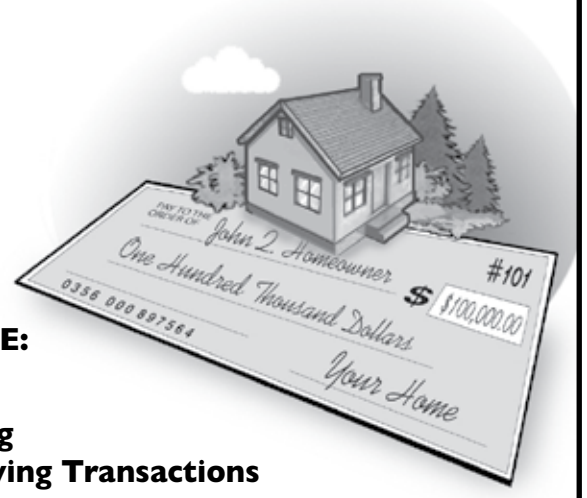


Festival attendees walk along Broadway during last year's festival.

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URBAN ROOTS

Continued from Page 3

and great beer that makes The Shack so special. They plan on making special beers you can only get at that location but the overarching goal is to keep their locations unique. They created distinct identities for BAWK! Chicken and The Roost after opening Urban Roots Brewing & Smokehouse, which are also different from Pangea Cafe. "Each restaurant can have its own vibe and identity to fit into the neighborhood it is located in but great hospitality remains the constant," Hoey said.

Never a stranger to The Shack, Hoey and Archie have spent countless hours there over the last decade and a half that they didn't want to see it go away. So, when Gary and Jen announced they were closing, Hoey immediately reached out to see if there was something they could do to save it. "We are really like-minded individuals and the synergy of the Urban Roots team taking over the space was apparent from the first conversation with them about purchasing the restaurant. It is really important to us that locally owned, neighborhood spots continue to thrive in our community and The Shack fits right into that," he said.

Hoey and Archie, owner of regional favorite Pangaea Bier Café, opened Urban Roots Brewery & Smokehouse in 2017.

Hoey honed his skills at Sierra Nevada, led the Sacramento Brewing Company, and has consulted with the top beer brands in the country for BSG CraftBrewing, an industry supplier of brewing ingredients.

He has also been a beer educator for 15 years as faculty at The American Brewers Guild brewing school, as well as teaching practical brewing at the UC Davis Master Brewers Program, lecturing at the UC San Diego Professional Certificate in Brewing program and a presenter at the Craft Brewers Conference on a number of technical brewing topics over the years.

Meanwhile, a pioneer of national and international craft beer promotion in Sacramento Archie's concept, Pangaea Bier Café, has earned the respect of top brewers in the country.

The feelings about keeping The Shack alive are deep from both Hoey and Archie. They have known Gary and Jen since the early days of The Shack. Archie and Gary traveled to Belgium together on a beer trip looking for inspiration for their pubs shortly after Rob opened Pangea Cafe in 2008 and Hoey has done multiple beer releases, beer dinners and events at the Shack for breweries he worked for and owned over the years.

Right now, they are building their team for The Shack and have some ideas that they are waiting to crystalize. "We know we are keeping the building the same. It will get a fresh coat of paint and minor cosmetic changes but we want the space to remain the familiar space we know and love. It is so important to get it right because these neighborhood locations are personal to the guests that come in and we want to create something to honor the history there while putting our own Urban Roots spin on it to keep it fresh," Hoey said.

Two of Hoey and Archie's restaurants are in neighborhoods so they are sensitive to keeping the vibe social and a gathering spot for locals.

Restaurants, Hoey labels are third spaces - meaning you have work, you have home and then a third space where you gather, talk, celebrate, and connect with neighbors. Beer is the common theme across their locations; that is the beverage that brings people together. At any given time, you can have people from all different backgrounds at the bar enjoying beer and talking to each other that may not have the chance to run into each other professionally.

"Beer is the great uniter bringing all walks of life together, it facilitates gathering and socialization and that is why Rob and I were drawn to the beer industry. What happens in these spaces is bigger than beer and bigger than the food served - it's all about community," Hoey said.

Back in the late 2000's The Shack was the epicenter for craft beer in Sacramento. There were so few breweries and restaurants and bars that would even carry craft beer that it was a special place born out of love for beer. "It was THE place to host new beer releases and brewery events in the early days of craft beer growth. Sacramento Beer Week was born there and The Shack has hosted many beer events for breweries I've worked for and owned over the years. It was that focus on beer and the community that sprung up around it that led me to meet Gary and Jen and become friends with them all those years ago. The idea of taking the reins of a location where 15 years ago they gave me the opportunity to showcase beers I was brewing makes it a very special opportunity for me personally as well as for our whole team at Urban Roots," Hoey said.

In 2008 when Archie was opening Pangaea Cafe, Gary was walking by and stuck his head in to see what business was going in, met Rob and ultimately ended up helping him get going with his then new beer focused cafe. "From an outsider looking in it would seem that he was helping a competitor get started but that collaboration is what makes the beer community so special. You can call another brewery, beer bar or owner and ask for help or advice because it is all about building something special together, that everyone doing well is better for all businesses," Hoey said.

Hoey took his daughter to The Shack to show her the new project. He has great memories of taking her there for dinners when she was just two or three years old. They lived in South Sacramento at the time and still drove across town for the food, beers and hospitality and family atmosphere. She's 14 now and actually worked in the brewery over the summer, he explained. "As a company we are only four and a half years old but we've got a longer personal history with The Shack and I just love the idea of our family owning a space that our children grew up with," he said.

A date or timeline of The Shack's reopening is dependent on factors out of their control, but they ensure they are working diligently to open as soon as possible. They aren't doing any major construction so they may open by the end of the year.

"We are just overjoyed to have the opportunity to continue traditions that Gary and Jen created at The Shack and make something special. We really can't wait to share more details as they start to come together but we are looking forward to being part of the neighborhood and contributing to a great culture that already exists in East Sacramento," Hoey said.



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-August 31st, Pacific Institute of Music Chamber Society

-September 7th, Anita Fetsch Felix, violin; Miles Graber, piano

-September 14th, Jason Sia, piano

September 21st, 7-String Guitarists Matthew Grasso and Miyan Grasso

-September 28th, Violinist Anita Fetsch Felix; Pianist Sam Bachelder; Cellist Jia-Mo Chen

-October 5th, Organist Katya Kolesnikova & Friends

-October 12th, Susan Lamb Cook's Great Composers Series: TriMusica

-October 19th, Soprano Rufina James, Cellist Jia-mo Chen, violinist Jina Dain Chen;Pianist John Cozza

-October 26th, Flutist Cathie Apple and Friends

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Faces and Places: 11th Annual Sacramento Banana Festival

Photos by Stephen Crowley

There were two days of live entertainment, art, fashion, contests and pageants, chef cookoff, health resources, kids' zone, as well as banana cuisine, all under a 'Banana International' theme.

On Aug. 20 and 21, the Sacramento Banana Festival returned for the first time since 2018 with more multicultural arts and interactive exhibits, live entertainment, banana cuisine and fun than ever for all ages. Under the 2022 theme 'Banana International,' this two-day, family-friendly festival celebrated the different cultures in Asia, Africa and the Americas that use the banana as a source of food, art and culture.

See BANANA on page 8







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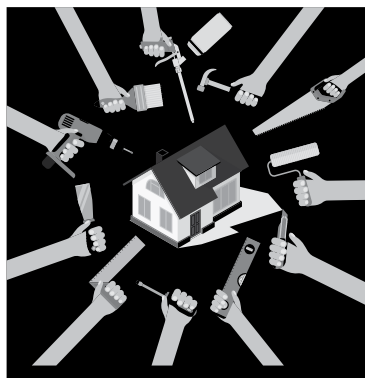
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