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Bob Shallit: Good Eats is gone from Folsom Boulevard

By Bob Shallit
bshallit@sacbee.com

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East Sacramento's **Good Eats** restaurant and market has closed, a victim of a tough economy and perhaps excessive expenditures.

The hybrid enterprise at 3145 Folsom Blvd. was shuttered over the weekend, its windows quickly covered with butcher paper.

"There was a lack of business," says **Michael Teel**, the **Raley's** CEO who owned Good Eats with his wife, **Julie Rollofson Teel**.

Teel says the couple tried to get landlords to renegotiate rents that were set several years ago, when the economy was stronger. But, he says, they were unsuccessful.

"With no rent concessions, it wasn't doable," he says of the business that opened last summer after more than two years of fits and starts, including an ill-fated detour when Teel opened a Good Eats in Arizona.

That business closed early last year.

Teel insists the Good Eats concept – combining sit-down dining with take-out food services, a [wine bar](#) and a coffee and pastry kiosk – was sound.

"Given time, it would have come to be a great business," he says.

Barbara Mikacich, one of the building's landlords, says she's sorry to see Good Eats close.

"It was a gorgeous building," she says of the Teels' makeover of the former **Andiamo Restaurant**.

But she suggests that maybe the couple overdid things.

The remodel, she says, "cost them a lot of money."



Bob Shallit

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Catchy toons

Officials at one local financial institution want you laughing all the way to the bank. Their bank.

River City Bank is about to launch a new [ad campaign](#) – maybe the first of its type – that uses cartoons from [New Yorker magazine](#) to blast its big national competitors.

One print spot has a cartoon picturing banking fat cats hauling around bags of federal dollars, with one executive saying: "At the next bailout, let's also ask for a pony."

Another shows a cat as a bank lending officer ordering a canine loan applicant to "beg."

The campaign was developed by Sacramento's **Merlot Marketing** and is aimed at setting River City apart from the banking pack.

"We didn't want to blend in anymore," says **Wendy Duer**, the 38-year-old bank's marketing director.

The print, radio and Web ads poke fun at big banks for providing impersonal service, making lending decisions far from Sacramento and getting Troubled Asset Relief Program bailout money.

"What better way (to do that)," Duer says, "than let the New Yorker do the mudslinging for us."

Merlot CEO **Debi Hammond** says the campaign is the first she's aware of to be built around cartoons licensed from that national magazine.

Name game

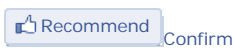
Speaking of River City, the bank has just hired newscaster-turned-financial adviser **Kelly Brothers** as a "brand advocate."

He'll appear in some ads and become a face of a bank he considered joining after getting his MBA two decades ago.

Brothers tells us he was recruited to the bank by River City founder **Jon Kelly**. He opted instead to work as a news guy at Kelly's TV operation, **KCRA**.

Brothers says he had a pretty good opening line when he went for his first interview with Kelly. The banking and broadcasting exec was partnering with his brother **Bob** in a business then called **Kelly Bros. Broadcasting**.

Brothers' interview starter? "My name's on your letterhead. You have to hire me."



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 kristywiese

They can give whatever official reason they want for closing, but anyone who ever went there knows that they closed because the food was awful, the service was terrible, and there was no overall vision for the grocery area. It is a beautiful space and a great location -- we hope someone good buys it. Randall Selland? Darryl Corti? An East Sac location of Magpie maybe?

5 days ago Report Abuse Like Reply

 FUR

"Teel says the couple tried to get landlords to renegotiate rents that were set several years ago, when the economy was stronger. But, he says, they were unsuccessful."

The CEO of the super local Sacramento company Raley's and the grandson of the greatest grocer who ever lived couldn't get the landlords to renegotiate the rent...now that is something.

I wonder if Teel signed a long term lease with the landlords? And if he did, will Teel still be paying rent on this restaurant/property for some time to come regardless to the fact this restaurant is now closed? Maybe Shallit can shed some light on that.

Will the closure mean he still pays the rent, but saves money on employee costs/expenses, food expenses/shrink, utilities, etc...

This closure was probably in the making for a long time---It wouldn't surprise me at all to find out that the closure process was probably being planned out while the opening of the restaurant was being orchestrated.

Maybe Teel thought if he at least opened the restaurant it might assist him in getting a rent reduction...

6 days ago 1 Like Report Abuse Edit Reply

 ampersand916

some think there we more legal problems that brought the place down... <http://ransackedmedia.com/2011...>

6 days ago 1 Like Report Abuse Like Reply

 FUR

I looked at your link and and read the information. Good Eats abruptly closed in Arizona too. Employees of Good Eats in Arizona came to work one day only to find a "close" sign on the front door. I guess practice makes perfect for the owner of Good Eats...Teel is getting good at knowing how to abruptly close a business.

Why anybody would patronize the Raley chain of "high priced" stores being CEO'D by this guy is beyond my understanding.

5 days ago in reply to ampersand916 Report Abuse Edit Reply

 Reilleyfam

Corti Brothers was, is, and always will be THE East Sac market. Viva Cortis!

6 days ago 4 Likes Report Abuse Like Reply

 MormonBates

Michael Teel did make a poor decision on this one, however, he did bring back Raleys from the brink of disaster once. Then, stepped down to do other ventures (this one etc).....I hear he's back there trying to do the same again. Raleys is overpriced and dependant on the older generation that once shopped there. I'm sure the corporation is looking for a change of direction, hopefully Michael Teel can do it. I know they're very supportive of their community. Shame on those that are gleeful about their demise.

6 days ago 2 Likes Report Abuse

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FR94114

I drove past Good Eats a few weeks ago and noticed they FINALLY got rid of the temporary Good Eats banner over the main entrance and had the the permanent signage installed, and now it's buh bye. To have that banner up for such a long time spoke volumes to me - as if they weren't quite ready to open for business. I never stepped foot into the place because I really wasn't sure what it was - a restaurant or a gourmet market? I shop and Corti's and am so glad they were able to stay put.

6 days ago 2 Likes Report Abuse

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FUR

Teel ran he Good Eats restaurant just like his grandpa ran the Raley's stores back in the late '60s and early '70's.

Maybe Teel should have hired Charles Nordby to turn around his failed restaurant just like his dad Jim hired Charles Nordby to turn around his grandpa's failed stores.

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sharpone

Such a shame what they did to that building. We will never have it back.

6 days ago 3 Likes Report Abuse

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amykrazy

i REALLY loved their cranberry walnut bread. can anyone point me to where the bakers went, and/or if the recipe is available anywhere? ;o)

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