

September 10, 2018

I ~~was~~ recently read that three separate fast food chains are considering setting up shop in Humboldt County. One of the chain restaurants is Kentucky Fried Chicken, which at one time had two stores in Eureka and one in Fortuna that shut down for a variety of reasons. Interesting to hear that KFC is considering a come back especially after other similar chains have come and gone.

It is also rumored that in and out burger is considering Eureka as a site for a new franchise. That would make sense since one has just recently opened in Ukiah. I remember when I had young children it was always a treat to hit the nearest in and out, which was in Rohnert Park right off 101. You couldn't miss it as you drove either north or south bound and my kids would get all excited to stop, as if it were Christmas or something.

I would ask them why in and out was so special and I would usually hear that it was because the fries were so fresh, which made them magically better. I admit I have tried their food a time or two but I'm not sure, according to my palate, that they have the best there is. In and Out would be a welcome site and it would hit the spot for those connoisseurs of hamburgers and French fries.

The third store being talked about is Chipotle, which has had some difficulties, in the past, with fresh food safety. Chipotle offers a wide variety, of mainly burritos with an emphasis on a

fresher choice or more healthy choice, which has led to some health issue for consumers.

Chipotle has implemented a number of food quality control measures to deal with these issues and hopefully they would make a good addition to the local food choices in Eureka.

Chipotle is very popular elsewhere and would probably do as well here locally.

So there you have it three possible new fast food outlets in Eureka. Can we sustain all three? And would that lead to the demises of others such as Wendy's or Jack in the Box. One thing is certain consumer demand will dictate who comes or goes and it will allow for a taste of these treats without leaving the area.

You can view a poll going on right now on the lost coast outpost website as to which of these fast food chains are more popular. It is no surprise In and Out is at the top of the heap as the most desirable to move into Eureka, followed in a distant 2nd place by Kentucky Fried Chicken and a distant 3rd by Chipotle. So if you didn't get a chance to vote you at least know where they all stand, by Humboldt County standards.

I will guarantee that if In and Out comes to town you will see lines of cars waiting to purchase the only thing on the menu hamburgers and fries, much like you see at Taco Bell all hours of the day and night.

So bon apatite, this has been Mike Downey for community comment.