



Friday » November
9 » 2007

Queen West has met its match

National Post

Saturday, October 27, 2007

A rush of caffeine is hitting the east end

Over the past year, Queen at Greenwood has really blossomed. With designer furniture and clothes, massage therapy, yoga, art and connoisseurs' movie rentals in just one block, it seemed things couldn't get any better. When the charming Red Rocket Coffee opened last April, it was the icing on the neighbourhood's cake.

Still, Greenwood was beginning to seem like an outpost, the last vestige of the laid-back chic in Leslieville. Whereas Leslieville has become a wonderland of artisanal eats and creative cooking, it all stops at Greenwood.

Enter Colleen Wong-Sala, whose organic, fair-trade truffles have been gaining a reputation for ethical yumminess at east-end farmers' markets. Lately, she's been renovating a cute vintage storefront at 1584 Queen East, west of Coxwell (picture Juliette Binoche in *Chocolat*). And on Wednesday, she unveiled Kakayo Chocolate Company.

"I don't mind being a trailblazer," says Wong-Sala. "I like the small-neighbourhood appeal -- and it is one of the last pockets in Toronto where there's a lot of sincerity."

Other trailblazers are also banking on the area, such as James For-tier, owner of i deal Coffee. This weekend, he's opening a new location, with a full roastery and a cafe, at 1560 Queen East, a block away from Kakayo. "It's going to be a little espresso bar; not too big, not too small, with a little baking, light lunches: We'll see which way the neighbourhood wants us to go."

Dr. Emily Howell, who opened her chiropractic practice at 1522 Queen East last June, is also excited. "There's so much opportunity here, because Leslieville is growing, and the Beaches is growing, and we're right in between," she says. She's one of several local business people who are already talking about creating a new BIA for the strip. So far they don't have a name, but they've been floating the possibility of "East Queen East."

Sarah B. Hood, National Post

© National Post 2007

CLOSE WINDOW

Copyright © 2007 CanWest Interactive, a division of [CanWest MediaWorks Publications, Inc.](#) All rights reserved.

