

New 'mom, pop and baby shop' offering fresh-baked goods

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As the winter rains set in, follow the aroma of fresh-baked foods to the little blue drive-through off U.S. Highway 101. That's Crescent City's newest bakery - Sally's by the Sea.

The coffee shop Mystic Bean transitioned to Sally's by the Sea under new ownership last July. It's now a bakery, deli and self-proclaimed mom, pop and baby shop, run by husband and wife Savanna and Logan Halliwell with the help of their crawling 15-month-old son.

"We just really wanted to have a spot where it could be family-run, and have that local business that can give back to the community directly that you're in," said Savanna Halliwell.

She said she's had years of experience managing bakeries and working in food service, and she wears the business's chef hat. Logan Halliwell takes on the miscellaneous tasks, on a fast track to learning the baking scene.

The couple had lived in Crescent City for a year before opening their bakery. Originally from Santa Cruz, they wanted to find a smaller-town feel while still being close to the ocean.

So, they landed in Crescent City in the summer of 2018, their baby came in September, and the new family began their business 10 months later.

“We sank some pretty deep roots quickly,” said Savanna Halliwell.

Now, in the wee hours of the morning, the family is stirring mixing bowls, rolling dough and pulling warm cookies out of the oven inside the mini, blue hut.

A commercial baking oven was their first big purchase, after initially baking out of a little toaster oven.

For the past few months, they have slowly been shifting their business from a coffee shop to more of a bakery and deli. They say their business still is in its beginning phase.

The Halliwells would like to transition to a three-meal-a-day facility, providing breakfast baked goods, deli items at lunch, and healthy, affordable take-and-bake dinner options.

Those plans will take some time, they acknowledge. So, for now, they’re focusing on their baked goods and deli options. That’s a menu of scones, cinnamon rolls, croissants, cookies, sandwiches and salads.

And they love to get feedback from the community, said Savanna Halliwell. “It’s the only way we can know what people actually want, and if what we’re doing is working or if it’s not working. Ultimately, what we’re here for is to have it work for everybody, to the degree that we can.”

She said the couple often experiments with new recipes and hands out samples to determine what the community would like to see sold there.

As for their shop’s name, they said they chose Sally’s by the Sea as a salute to Logan’s mother, Sally.

Spirited and artistic, his mom loved the sea, said Logan Halliwell. Anytime he and his mom drove by the ocean while he was growing up, he said, Sally Muhly would pull over and run into the waves.

Although Savanna Halliwell never had the chance to meet Sally, she has heard enough stories to know Sally would have loved the idea of a small-town bakery. “She was just this very eccentric and loving and giving person who always wanted to make that other person happy.

“And so, it just feels like this would be exactly what she would want. We figured it would be perfect to name it after her.”