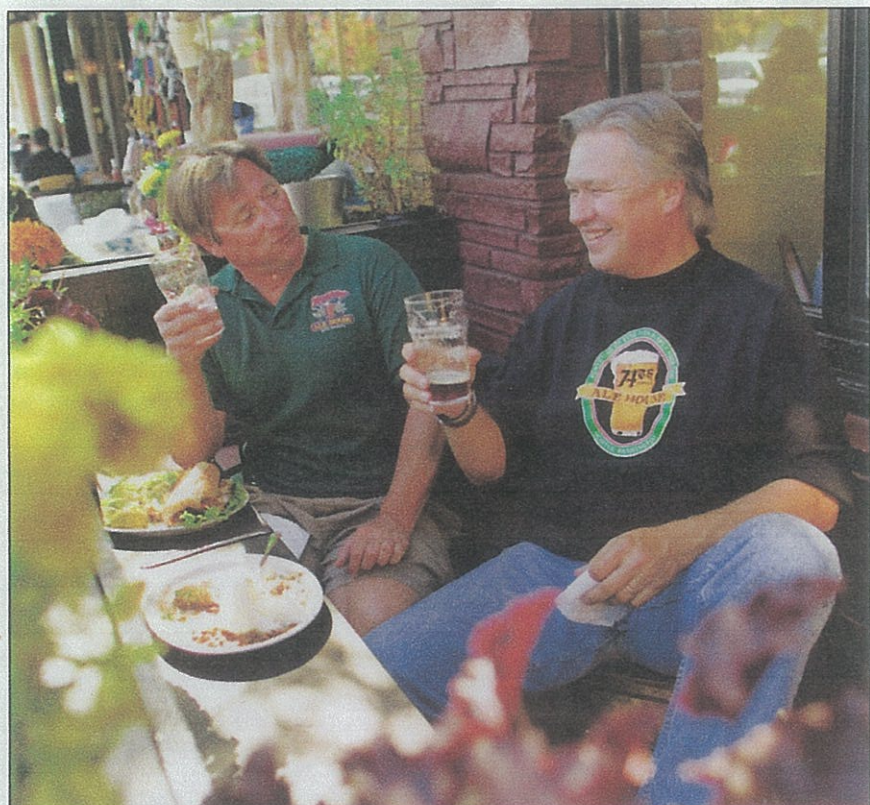


BY POPULAR DEMAND



Jeff Reich, left, and Jeff Eagan share lunch at the Hilltop Ale House, one of three establishments where they pioneered the movement to take pub grub uptown.

74th Street Ale House Hilltop Ale House Columbia City Ale House

OWNERS: Jeff Eagan and Jeff Reich

ESTABLISHED: 1991

EMPLOYEES: 45

BACK STORY: Merry Olde Greenwood

When Jeff Eagan lived in England, he was fascinated by pub culture. There, he says, “people of all ages feel comfortable coming down to a pub.

It’s a very community-oriented establishment. But in the early ’90s in Seattle, there wasn’t much of that going on.”

His fascination, coupled with the local trend toward micro-brewed beer and a shift in the public’s perception of taverns, led Eagan, who’d worked in several local taverns, to join forces with chef Jeff Reich to create the 74th Street Ale House. Their goal: Pay homage to the British pub, do it with Northwest flair and appeal to neighborhood customers.

Talented do-it-yourselfers, the Jeffs built their pub with their own hands, on their own dime, rising to the forefront of the upscale pub-grub movement.

THE BIG FOUR

“Quality, service, cleanliness and consistency have been our theme,” says Eagan. “A good restaurant will hit on two or three of those things. We keep emphasizing with our staff that if we hit on all four, that’s what people will notice — and they’ll come back.”

RIGHTING WRONGS

“We keep a log book in each bar, so we know everything that goes on every day. Every staff member, when they come on shift, has to look at that book. The idea is to get through the night without customers noticing we have a problem. The log book is not for personal gripes, it’s for taking care of business.”