

The Crepe Iron

Sweet & Savory Crepes and Coffee

By Bryce Parks

The tasty new food truck with the food that you can hold in your hand is called The Crepe Iron. The big, shiny, black food truck features sweet and savory crepes as it says boldly on the side.

Sarah Goodall and her husband, Jeremy, always desired to own a business.

“We were walking around the Millwork District and said, ‘What’s missing?’” explains Sarah. “My husband is Canadian and said, ‘You know how you guys have pretzel shops in malls? We have crepes.’ And I said, ‘What’s a crepe?’”

A crepe (or crêpe) is a French pancake made of a thin batter containing flour, eggs, melted butter, salt, milk, water, and, if the



SWEET CINNAMON ROLL CREPE



SAVORY “THE MILE HIGH” CREPE WITH BACON

crepes are to be served with a sweet sauce or garnish, sugar. Crepes can be filled with a variety of sweet or savory mixtures.

Already big outside the country, the love of crepes has also hit big in major metros across the United States. Especially in Dubuque when the Goodalls created the Crepe Iron in 2019. Then, in 2020, they got to give it a go with a tent and

two crepe irons, making crepes at the local Dubuque Farmers’ Market. A mere week later, they realized the demand was there and they doubled their crepe irons to four. Things were going great right out of the gate, and soon they realized if they wanted to grow, it would take either a storefront or a food truck. During the off season, they made the call.

“We decided to go with the truck because we wanted to go to the people and we wanted to meet them where they were,” says Sarah. “It’s a little bit of an investment.”

Just this month, they started setting up the new “sweet and savory” crepe truck at local businesses and events like Millwork Night Market, Food Truck Fridays, Dubuque Farmers’ Market, and private events as well. You can book them for weddings, graduation, birthday parties (yes, they can make a crepe cake!), and more.

They generally feature four crepe recipes each day, with two being staples: the classic strawberry, banana, Nutella sweet crepe, and then for morning events they do the basic ham, egg and cheese, and maybe jazz it up with some appropriate veggies. And then they always do one more sweet and one more savory. Those will generally be featured for a full week.

Naturally, if you book them for a private event or at your business, you can determine what goes in the crepes you serve to fit your wishes and needs. They will also often offer vegetarian options when events tend to cater to a population where that will be a popular choice.

They also have a gluten-free crepe batter ready to go, assuming it doesn’t run out, and there has been interest in that. So shed no tears, Celiacs, you don’t have to drool from afar. You can partake in the tasty fun.

As for the first days of operation as a food truck, “So far, so good,” reports Sarah. “We’ve had some growing pains, but it’s our passion and it’s super fun. We love people. We want to have a

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TWO CREPES, READY FOR LUNCH!

good time and get people's bellies full. We see a lot of couples getting one of each and trading back and forth."

365ink suggests you might get 3: One for each of you for the "meal," and then split dessert.

"If we had a restaurant, we'd certainly love to do more of a design-your-own-kind of thing," says Sarah, "but with the truck, we're limited in how diverse we can get."

That's not to say you can't get creative. Sarah says people often ask for bacon on a sweet crepe for the salty kick to the fruit and Nutella. As long as they have the ingredients, they are happy to augment your crepe any way you want within the limitations of what's on the truck that day. So read the menu, but then you can go from there.

Sweet crepes are usually around \$7-\$8 and the savories run for \$8-\$9. Meat is more expensive, especially if you get into offering brisket and the like.

They will update the stops the truck will make each week on Tuesday of that week to their social media accounts, both Facebook and Instagram. And they try to post what the menu will be each day on the day of the event.

Sarah doesn't do it alone. Her manager for the business is Beth Steel.

"She's a rock star and keeps me in line," says Sarah. "I couldn't do this without her."

It usually takes four people to man the truck, and their husbands are often the other two employees, but with full-time jobs too, they have some high school girls who are also learning the skill of turning out the perfect crepe.

They really are an interesting creation that are as much fun to watch as they're made as they are to eat.

"There is an art to it," explains Sarah. "Some people take to it right away if they're finessed enough. We really wanted to make sure we had a viewing window so people could still watch us making their crepes now that we have a truck. It's supposed to be an experience. We're having fun here."



SARAH GOODALL

If Sarah had to dream of the next thing on the list should this venture really blow up, it would be to have a cafe where they could really expand on the coffee aspect and focus on having really unique craft coffee.

But they do have a great coffee line-up already with regular, decaf, and "the best cold brew you're going to find in town," thanks to using Ryan Dies from Devour Coffee as their coffee Jedi.

"He uses fresh-picked beans that are roasted to order just as we need them and ground just as we use them," says Sarah. "It's a beautiful process and it shows in the flavor. We had someone come in and teach us exactly how to do it and taste test to make sure we're doing it the way Ryan wants it presented to represent his company as well."

It always tastes better when the people making the food truly love what they're doing, and clearly there's a lot of love on The Crepe Iron food truck. ■



The Crepe Iron

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