



RESTAURANT BACKGROUND

Immensely popular Oakland soul food hotspot Home of Chicken and Waffles (HCW) opened its doors in May 2004 to an enthusiastic reception. Located in Jack London Square, an area known for great dining and nightlife, HCW is a part of the vibrant redevelopment that has led to a renaissance of Downtown Oakland. From residents of the many newly built luxury lofts in the neighborhood to club goers looking for a delicious way to end their night, the Home of Chicken and Waffles is a hands-down favorite.

Originally a franchise of Roscoe's Chicken and Waffles, the family-owned HCW decided to implement a more upscale concept and re-branded with a 60's diner image in mind. Marguerite Thompson, an interior designer from the office of the edgy, multi-cultural Oakland and Chicago ad shop of Carol H. Williams, created a vibrant color palate of vivid turquoise and luminous earthy gold accented with hints of forest green, pumpkin orange, and lush scarlet. The interior is accented with Russian sputnik-style chandeliers, silver-flecked turquoise banquettes and counter stools, and a sweeping, curved counter.

The entire menu, with each item named after a member of the owning family, is hand-painted on the walls by a local artist. The smiling face of each family member presides over a painted likeness of their namesake dish. Combined with the music (hot 60's Motown and soul classics during the week and gospel on Sunday mornings) and the warm, welcoming demeanor of the staff, the overall effect is a down-home southern soul food diner with a futuristic Jestsons twist.

Great décor and warm, friendly service aside, the food is still the most phenomenal element at the Home of Chicken and Waffles. The Home-boy (3 chicken wings and a waffle) is the most popular menu item. The chicken is golden brown perfection (HCW uses a special southern multi-step process to prepare it) – it's gorgeously crispy with an exquisitely balanced blend of tantalizing seasonings. The waffles are hot, fluffy delights, lightly crisp yet tender with a hint of warm baking spices.

It is obvious HCW's "down home" cuisine has an unquestionably universal dining appeal.

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