

Best Local Business Name

Donkey Coffee & Espresso

The best business name in Athens this year is **Donkey Coffee and Espresso**.

This fun name is a great image for the business, as everyone loves donkeys. But what if they had chosen the other common name for a donkey? That wouldn't have been such a good name. Also, what if they named it Donkey Coffee & Fancy Coffee Stuff? See, that just doesn't roll off the tongue as well.

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Imagine this. A few years ago Athens had no **Donkey Coffee**, the winner of Best Local Business this year. Then this funky and friendly establishment opened its doors on West Washington Street, and the rest is history. Donkey (and not "the" Donkey, a common mistake) is now popular both for relaxed hanging around and for listening

Finishing in second place this year is Shoe-Be-Do. This shoe store has a fun name that tells the customers about the business. What they be doing is selling shoes.

Third place this year goes to O'Betty's, which is also a fun name. It is **much better** than the alternatives like B'Betty's, OO'Seven and O'Mickey's, which I personally think would be so fine.

to great local and regional music. They also have spoken-word open mics. And not to be discounted, in the warm months, Donkey's outside tables provide a comfortable spot to watch sheriff's cars cruise back and forth.

Second place goes to Casa Nueva, which won second place last year, and third place goes to Avalanche, which took first a year ago.

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Who says Athens has a town-gown split? Though students and townies may disagree on a few things — furniture bonfires; for example — they can join hands over a steaming cup of latté in the cozy confines of the *Athens NEWS* Best of Athens poll. Our

student readers this year agreed with our non-student voters that Athens Best Local Business is **Donkey Coffee and Espresso**. See — that wasn't so hard, was it?

Second place goes to the Casa Nueva, followed by **Avalanche Pizza**.