

Jeff Around Town – September 16th, 2025

Jeff: It's Jeff Around Town and I am speaking with Beth Gregory, owner of Rebel Rise Bistro and Bakery that's just opened in Rockbrook Village.

Beth: Yeah.

Jeff: Thanks for chatting.

Beth: Thanks for having me.

Jeff: Yeah, so well I'm excited for a lot of reasons that you've opened because as someone who, I am not personally celiac, but I know several people... someone very close to me, my partner is, has to be gluten free and it is always often a challenge finding those kinds of things that are safe to eat. So, I want to talk to you about that for a minute, but I'm also intrigued by the fact that you came here from California and why?

Beth: Why? Good question. So, the... what I usually tell people is I came for the weather and it has a bit of truth to it because in California it's almost like Groundhog Day. It's sunny and 78. You don't see the leaves change. You don't see the change in the seasons. I just didn't know we'd have all four seasons in one day, but yeah, I love it here.

Jeff: And you chose also for economic reasons.

Beth: I did, yeah. So, I'm a big data geek. I love numbers and entry to the housing market, unemployment rates, you know, best place to raise a family, all of that. Really supported this as like a number one choice.

Jeff: So, you came here mainly for that, but now you're here. You've been here for a little while now?

Beth: Since 2017.

Jeff: Okay. And what, so I assume you can't have gluten.

Beth: Yeah.

Jeff: And so, what inspired... is that what inspired obviously the bakery?

Beth: Yeah, so I got diagnosed with celiac in '98 and then four of my kids also have celiac. And so, I started baking and cooking like, you know, just to provide them the alternatives like goldfish or Cheez-Its here, you know.

Jeff: Yeah.

Beth: Can you make, can you make cinnamon rolls? And just became like an experiment in trying to feed the family.

Jeff: Yeah, so a creative... a creative challenge. But then, so I love to talk about creativity and how it isn't just how we think in a traditional sense. It's not just painting and making

music and writing. It is that, but also in our daily lives we are all creative and at the core creativity is about problem-solving. So, it sounds like you face this problem, and you are doing something in a very beautiful, amazing way.

Beth: Yeah, and I love... creativity, like it drives me. And I think at the end of the day we think that baking is like an exact science or, you know, cooking or whatever it is. But we have that creative genius to be able to do what we want with it. And that's kind of the space where I live and how Rebel Rise became is because like I'm a bit of a rebel. I think outside of the box. I tested and played with recipes, you know, over and over again and just kept saying like what if, what if. And, you know, a lot of the recipes are like I tested a hundred just asking what if till I got to.

Jeff: Do you need someone to help test?

Beth: I mean I always need someone to taste.

Jeff: So, you know, I... even though my partner is Celiac, I am not, but I support her. And when we find something that just hits, that is perfect, it's like I don't, I don't need gluten. You know what I mean?

Beth: Yes, yes, so I actually test with people that eat gluten and with also people that don't so that it tastes like real food.

Jeff: Love it. And bistro and bakery, so sweet and savory?

Beth: I have a full menu, breakfast and lunch and then dinner a couple nights a week as well as all the baked goods, pastries, like everything you can ever imagine.

Jeff: Oh, yummy. Well, you'll probably see us quite a bit.

Beth: Well, I hope you come in often.

Jeff: Okay, so again it's...

Beth: Rebel Rise, GF Bistro and Bakery. We're in Rockbrook Village.

Jeff: Awesome. Beth, thanks so much for being on Jeff Around Town.

Beth: Thanks for having me.