

80 Miles for Breakfast

Would you drive 80 miles, requiring about an hour and 24 minutes, for breakfast? Lola and I did. It happened a couple of Saturdays ago, on July 14. We got up early that morning, jumped in the car and headed for Mentone, Alabama.

The specific destination was the Wildflower Café, fronting on Alabama Highway 117. We had heard from friends that its food was exceptional, and that people drove there from places like Atlanta and Birmingham to eat. Particularly delightful, everyone concurred, were the breakfast meal and the Sunday brunch. With such encouragement, we decided to see for ourselves.

When we arrived, however, we began to second-guess ourselves. The Wildwood Café is located in an old, old ramshackle building. Entrance to it is from the backside, from a gravel parking lot. Its style and architecture are in keeping with its surroundings. Located diagonally across the intersection is the Mentone Springs Hotel, the oldest such establishment in Alabama, having opened in 1884.

Nevertheless, we had come all this distance, and we were hungry. About six tables and chairs for guests were on the back porch; inside, about the same number. The hostess and the cook greeted us, and we were seated – the first customers of the day. After perusing the menu, Lola and I ordered the same fare – eggs benedict and strawberry crepes. For me, of course, coffee.

When the food came, it was time to learn if the stories we had heard about the place were true. Eggs benedict? They were among the finest I have had. But the strawberry crepes were the best I have ever put in my mouth. Lola agreed.

And as we ate, people began arriving. A busy day at the Wildflower Café had begun.

Is there a lesson here for those of us who work in Life Care, Century Park and Life Care at Home? Absolutely!

People appreciate quality in a product or service, and they will go to great lengths – even an 80-mile trip – to get it. In the case of our companies, our product is our service. When it excels, as it should in every instance, those who need it will pay more and do whatever it takes to avail themselves of it for themselves or their loved ones.

I know what you are thinking. Would Lola and I make that drive again to get the strawberry crepes? We're already checking the calendar for the first available dates.

--Beecher Hunter