

people about French cuisine. "When people think of French food they think of nouvelle cuisine: huge plates with tiny little dots of food. But not all French food is like that! When we opened Josephine we wanted to offer something that wasn't really available in the area but also give people hearty, classic French food at a value."

The healthfulness and affordability of this classic French "student" dish is something that each restaurateur proudly hails as one of crêpes' great advantages:

"The appeal is that a crêpe can be anything: sweet, savory, vegan, vegetarian," says Paul Jenkins Jr. (PJ) of [What Crêpe?](#). "It's endless what you can do with a crêpe." Each of the restaurants focus on affordability, and each use fresh produce from nearby farmers' markets and even their own backyard garden plots. It is very important to both that they are offering something that is affordable, accessible, and above all else healthy."

"We wanted to introduce crepes while incorporating a healthier food alternative to the public, all while showing appreciation of the French culture," PJ explains.

Molly Motor, manager of [Le Petit Zinc](#), tells the same story about owner Charles Sorel: "He believes in a healthy diet, and our food is generally healthy. He even says that we need to make it healthy so people don't have to think about what they are choosing."

While Detroit's Good Girls Go To Paris seemed to kick off the current buzz, it was really Josephine Bistro that started the trend several years earlier. "Well, you know what they say: imitation is the sincerest form of flattery!" laughs Bob. "But really, the more the merrier."

And he means it. While it would be easy to assume that crêperies target only a niche market and thus there would be competition amongst the various vendors, Metro Detroit's *bon vivants* seem to have welcomed each one with open arms, and in turn, each crêperie has extended that warm welcome to every newcoming crêpe-maker.

"...PJ came to me before he opened," Bob says. "I was more than happy to help; to me, it's not about competition, it's about creating a positive dynamic. If there are more of us, that means more people are talking about us and more people are getting excited about crêpes."

"I spoke to PJ encouraging him to open a crêperie because he was interested. I want PJ to succeed," Torya explains. "I want Charles to succeed. I never had any intention of opening a crêperie in Royal Oak, so What Crêpe? is not my competition. I will never try to get a liquor license so Charles is not my competition. He's on the other side of town!"

With each proprietor I spoke to, the very thought that there could possibly be any competition between the crêperies was almost an affront, and each one took pains to emphasize that they are *not* rivals, and that they are, in fact, very different places.

"If you look at our menus, we're all completely different," Bob points out. "Josephine is a full restaurant and offers crêpes in addition to traditional French bistro items, like Coq au Vin. What Crêpe? has an extensive menu that is all crêpes. Good Girls is a walk-up stand. We're all different."

"We all have our own vibe," Torya confirms. "Le Petit Zinc is a cozy

