

# NEWS

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The Blue Banner  
Fall 2015 Editorial  
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## Asheville wakes up to

## BITTER BREW

**PHILLIP WYATT**

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Owners Jared Rutledge and Jacob Owens of Waking Life Espresso in West Asheville are under attack after it was revealed they published podcasts, a blog and a Twitter account expressing misogynist and sexist viewpoints concerning their sexual conquests in Asheville.

The news first broke on AshevilleBlog.com from an anonymous source, including screen caps of the offending Twitter account and blog, as well as recordings of their podcasts.

Under the pseudonym "Holistic Game," both men published graphic descriptions of consensual and nonconsensual sex acts.

"Putting the sweet D in the tender V since 2013" is the title used for their online blog.

Other tweets included a yearly count of sexual encounters with women.

Local businesses began pulling Waking Life's iced coffee from shelves Sunday, less than 24 hours after the blog's creators were revealed.

At French Broad Food Co-Op, four male staff members made a unanimous decision to remove Waking Life products from shelves before board members came to their own conclusion, General Manager Bobby Sullivan said.

"I listened to part of a podcast. They were talking about women within the age group of my four daughters," Sullivan said. "As a man, it's alarming to me there's men out there promoting this type of behavior."

Two of Sullivan's daughters are currently applying for jobs and potentially could have secured employment at Waking



Photo by Phillip Wyatt

Protesters gather outside of Waking Life Espresso. Life, he said.

In order to sell the remaining Waking Life iced coffees from their store, Orbit DVD in West Asheville donated \$50 to OurVoice for every \$4 spent on a bottle, Marc McCloud said, Orbit general manager.

OurVoice provides counseling services to individuals affected by sexual abuse and assault.

After selling out, Orbit approached West Village Market for more bottles to sale. The store raised around \$750 for OurVoice.

Other businesses are following suit, donating at least ten percent of their sales from Monday or the entire week to

relationship with these guys," he said. "I was just shocked they would flush a good business away."

McCloud has a 21-year-old daughter, and he said the social media posts hit close to home for him.

In a statement posted on Facebook, Jay Weatherly and Kim Hunt of High Five Coffee said they are donating all profits from sales this week of a special beverage, the Barista's Choice, to OurVoice.

Some patrons of High Five have agreed to match total sales of the drink.

"We are appalled by Jared and Jacob's dehumanization, violence, and lack of respect for women, even further their general reflections on humanity and definitions of what it means to 'be a man,'" the statement from High Five said. "There is no place for this in our, or any community, and only serves to perpetuate a rape culture."

With signs in tow, protesters have lined up outside of Waking Life since news broke Saturday of the blog and podcasts. Most of the participants are members of West Asheville Exchange, a Facebook group created by Mikki Fox.

"This isn't a witch hunt. We don't have our pitchforks out," Fox said. "I was so incensed when I read what they had said that I immediately grabbed some signs and my kids and came up here."

Fox did not anticipate such a huge community outcry, she said.

"I didn't expect all their stuff to be pulled," Fox said. "This has really brought a lot of people together."

Asheville resident Simeon Cogswell, who started pro-  
Read more on page 9

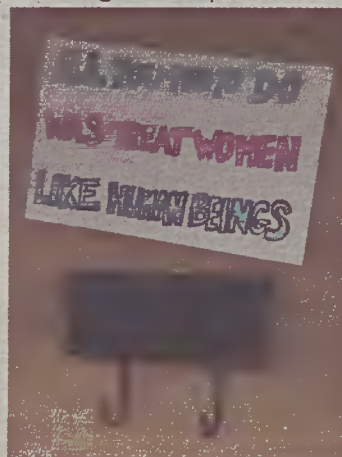


Photo by Phillip Wyatt

OurVoice, including Battlecat Coffee Bar, Patton Avenue Pet Company, Business 420 Screenprinting and Harvest Records, McCloud said.

"I have a professional rela-

Have a news tip?  
Send to jshephe3@unca.edu

The Blue Banner is UNC Asheville's student newspaper. We publish each Wednesday except during summer sessions, finals week and holiday breaks. Our office is located in Karpen Hall 019.

The Blue Banner is a designated forum for free speech and welcomes letters to the editor, considering them on basis of interest, space and timeliness. Letters and articles should be emailed to the editor-in-chief or the appropriate section editor.

Letters should include the writer's name, year in school, and major or other relationship to UNCA. Include a telephone number to aid in verification. All articles are subject to editing.