

# business briefs

## Lamorinda Curves Celebrate Breast Cancer Awareness Month

3534 Golden Gate Way, Lafayette, - 962-0206  
384 Park St, Moraga, - 376-0110  
2 Theatre Sq # 140, Orinda, - 254-4199

All 3 Curves are offering a breast cancer self-exam kit designed by Olivia Newton-John (a breast cancer survivor) to women who sign up during the month of October to encourage early detection. The "Liv Aid" is a patented, FDA-cleared medical device designed to assist women in performing breast self-examinations. The product was developed by Deerfield Urethane, Inc. (Deerfield), a subsidiary of Bayer Material Science LLC (BMS) in collaboration with BHS International (BHS), a breast health company co-founded by Olivia Newton-John, in the development and production of the Liv(R) Aid breast self-exam aid.



## Hudson & Axelrod Orthodontics

1016 Country Club Drive, Moraga, (925) 376-2800, www.hudsonandaxelrodeortho.com



On Thursday October 2nd Hudson & Axelrod Orthodontics and their patients celebrated the annual "fall feast." A good time was had by all.

## Canine Teeth Cleaning at Lafayette Pet Shoppe

3517 Mt. Diablo Blvd, Lafayette, 284-5212

The store will offer anesthesia-free dog teeth cleaning performed by Canine Care, Inc. on Saturday, October 25th, and every 4 weeks. For an appointment call 284-5212. The Pet Shoppe also proposes rabbit adoptions every third Saturday from 11am-3pm.

## Teacake Bake Shop Bakes Cupcakes for a Cause

5 Lafayette Cir, Lafayette, www.teacakebakeshop.com - 283-9900

The Lafayette store is joining forces with leading bakeries nationwide with Cupcakes for a Cause. The week long event, running from October 20 - 26, 2008, supports children affected by cancer, with bakeries donating the proceeds of their cupcake of choice bearing a candy version of the smiling-face logo for the CancerCare for Kids program. Teacake plans to decorate and donate the proceeds of a customer favorite, their Pink Velvet cupcake. All three Teacake Bake Shop locations will be participating in the event.

## Mountain Mike's Celebrates Veteran's Day, 3614 Mt. Diablo Blvd, Lafayette

Mountain Mike's Pizza in Lafayette offers free lunch buffet to ALL active duty and retired members of the United States Armed Forces on Monday, November 10 in honor of Veterans Day. For more information call Ben at 283-6363.

## Star Pilates

1460 Moraga Road Suite F, Moraga, 925-376-7500, www.starpilates.com



After expanding the site with more space for mat-classes, Star Pilates in Moraga had a Grand opening Party on Saturday October 4th in the Moraga Center.

## Lafayette Chamber of Commerce

- Fourteen candidates filed petitions for the upcoming board election. The 10 elected members will serve for a two-year term starting January 1st 2009.
- 16th Annual Lafayette Reservoir Run - October 26th Race times begin at 8:30am and "day of" registration begins at 6:30am. Pre-registration can be done by visiting the Lafayette Chamber of Commerce website, www.lafayettechamber.org or www.active.com.

## Moraga Chamber of Commerce

- Chamber Mixer, Tuesday, October 28 at 6 p.m. at the Hacienda de las Flores, Fireside Room. The Chamber has invited speakers from St Mary's College to come and discuss ways to reinforce cooperation and synergies in the area of business.
- Save the date: December 6th will be the third Season of Lights celebration from 11 a.m. to 2 p.m. at both shopping centers. The Chamber would like to encourage the retail businesses to decorate their windows to celebrate this ecumenical celebration of families, joy and giving.

## Orinda Chamber of Commerce

- Orinda Chamber Luncheon, Orinda Country Club, Tuesday - October 28, Noon to 1:30 p.m. "Downtown Commercial Development Planning Forum" - new plan revealed. Please join us for a lively panel discussion and Q&A on the work product generated by the "commercial committee" of the Orinda Planning Task Force (PPRTF). City Council members Tom McCormick and Amy Worth will present the Task Force's work and introduce committee members Clark Wallace and Bruce Burrow. The new plan encourages commercial growth in Orinda by improving the commercial planning, permitting process and zoning code. Luncheon cost: \$30.00. Reserve your seat(s) online on the Chamber's web site.

If you have a business brief to share, please contact **Sophie Braccini** at [sophie@lamorindaweekly.com](mailto:sophie@lamorindaweekly.com) or call our office at 925-377-0977.

## Rising Food Costs and Money Conscious Customers:

### A Challenging Situation For the Local Food Industry

By Sophie Braccini



Diablo Foods' hundreds of labels have to be changed all the time

Photo Sophie Braccini

According to the American Bureau of Labor and Statistics, the price of food has increased by 9.6% over the last year. That fact compounded with the rising cost of energy (a 32.9% increase over the same period) puts a lot of pressure at the end of the food chain industry: the stores and restaurants from whom we purchase our food. In our area, in spite of a difficult economic situation, restaurant and store owners have tried to somewhat mitigate the cost increase, reducing their margins and/or improving their business practices.

Diablo Foods in Lafayette experiences the change in prices every day. "We have an employee who manages the price changes," says Dan Stokes, who manages the day to day operations, "her role is to update the prices in our database as we receive them, adjust the sales price and then make sure that all our labels in the store are kept up to date." The prices are changing so rapidly that this person is working full time to keep up.

For example, prices for bakery and cereal products have been trending upward since late 2007 and posted the largest increase since September 1981 in the 12 months to August. The reports show a 14.9% increase in the prices for bakery and

cereal products. "We try not to pass on all of the price increases for the first necessity items," explains Stokes, "we have been stunned by some of the raises."

This approach has been the same in the local restaurants.

Michele Lavecchia, of Amoroma, explains, "We've tried to keep our entry prices low, for example we haven't increase the price of our kids' pasta." The restaurant that serves Italian cuisine was hit as well with the rising cost of imported

goods such as Italian wine, due to the fall of the dollar. Buying locally is not always the solution. Philippe Chevalier, who recently opened a French restaurant in Lafayette, works only with local organic products. "Over the last three months the price of organics has risen by 20%; we cannot pass such a raise to our customers." At Chevalier, that has meant less people hired and the owner working twelve hours shifts to stabilize his margins. "This is the dream of my life," says the young entrepreneur, "I will do whatever it takes to make it work."

Carlos Rangel at Shelby's in Orinda confesses working up to fifteen hours a day and catching up with short afternoon naps when possible. He confirms that rising costs are a difficult challenge.

"The prices have increased pretty substantially," says the business owner, "it's all around and now we are even charged extra for delivery because of the price of gas."

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