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business briefs

Amoroma Adds a Location in Orinda with Grill and Pizza, 65 Moraga Way, Orinda

The four partners who run Amoroma restaurant in Moraga had been looking for an opportunity to expand in the area and the occasion came when Orinda House closed. Around mid-May the team will open "Pizzeria Amoroma," a family oriented Italian restaurant with entrees priced around \$12. Besides the traditional thin crust Italian pizza, the restaurant will serve a range of hot and cold small plates, salads, and since the restaurant has a large grill, the menu will include a variety of skewered and grilled entrees. "We wanted to grow and propose new interesting things," says partner Michele Lavecchia, "we are looking forward to becoming an integral part of the Orinda culinary scene, as we did and will continue to do in Moraga."

Yogurt Shack to Open in May in Lafayette, 3518 Mt Diablo Blvd

The business located in Danville, Concord, Davis and Clayton is now opening a location in the Lafayette Shopping Center where Toot Sweets was located. The store will offer a variety of choices, ranging from regular frozen yogurt to a non-dairy fruit and ice product. Yogurt will be offered in a wide variety of flavors such as Cookies 'N Cream, Golden Gate Chocolate, Vanilla Creme, Irish Mint, Lemon Tart or Root Beer Float. The way the other Shacks have been operated is partly self-serve. Customers place their own toppings on their yogurt, and the price is then determined by weight. 25 different types of toppings will offered, including fresh fruit.

Zeeba Cuts The Red Ribbon With The Lafayette Chamber of Commerce. 3547 Mt Diablo Blvd

Thursday April 30th at 4:30 p.m.

Chow Bella, a Moraga Caterer at The Farmers' Market, Starting May 10th, www.chowbella.net

Elaine Smit is a stay at home mom and longtime Moraga resident who has always been passionate about culinary arts. Cooking is a hobby she decided to turn into a business. She works with her foodie friends Katy Simpson, Colleen Wheaton, Rebecca Sullivan and Julie Monasch. Chow Bella offers catering and personal chef services. "It is a collaborative effort of all of us, and we all help each other out in all the range of operations," says Smit. Chow Bella's main office and commercial kitchen facility are located in Moraga so it seemed natural to Smit to start selling the baked goods at the Moraga farmers market. "Starting Mother's Day, Sunday, May 10th, we will be selling old-fashioned cupcakes and cookies, baked by Katy Simpson, the most amazing baker ever," says Smit, "Katy, Colleen, Rebecca and I plan on being at the farmers market to pass out samples, sell our baked goods and answer questions about Chow Bella's culinary services."



Chow

Bella ladies: (sitting left to right) Elaine Smit, Colleen Wheaton, (standing left to right) Rebecca Sullivan and Katy Simpson Photo Linda Miller

Lafayette Car Wash Recognized by EBMUD for its Recycling Operations,
3319 Mt Diablo Blvd, Lafayette, 283-1190,
www.lafayettecarwash.com

In "The Pipeline," EBMUD's newsletter, the Lafayette business was recognized as a car wash that recycles 50 to 60% of its professional water use. Lafayette Car Wash only uses about 25 gallons per wash because of its highly efficient equipment. Using a professional car wash that recycles the water not only saves water, it also prevents sending harmful detergents to our ground water and storm drains, a common occurrence when washing cars in front of homes.



Lafayette

Car Wash on Mt. Diablo Blvd. Photo Wendy Scheck

Kattenburg Architect Celebrates 100 Buildings in Lamorinda,
11 Moraga Way, Suite 3, Orinda, www.kattenbugarchitects.com

On Thursday, April 23rd, Kattenburg Architects, with offices directly across from the historic Art Deco Orinda Theatre, celebrated its completion of over 100 built projects in the Walnut Creek/Lamorinda corridor. The event attracted more than 80 people, clients,

friends and supporters of the business. The crowd enjoyed a party and "open studio" with an exhibit of the architect's work. Kattenburg Architects, founded in 1981, is a full service award-winning architectural firm specializing in residential projects. Rick Kattenburg is currently serving the Orinda business community as Vice President of the Orinda Chamber of Commerce and is a new member of The Lafayette Chamber of Commerce.



Rick and

Candy Kattenburg (left)

News from the Three Chambers of Commerce

Lafayette Chamber of Commerce

- Lafayette Chamber and Keiretsu Forum cordially invite the business community to join the upcoming CEO Academy on May 13th from 8am to 11am at the Lafayette City offices on the topics "Funding Alternatives for Your Business' Growth." The first part of the seminar will address business positioning and strategic direction, depending on different types of firms. The second part will address funding alternatives, studying both internal and external sources of money. Keiretsu Forum is a Lafayette based angel investor in operation since 2000. Registration is \$75 and is available at <http://may13academy.eventbrite.com/>

- Big Band Ballroom Dance featuring the Rossmoor Big Band, on Friday May 1st 7:30 p.m. to 10 p.m. at the Rheem Theater, 350 Park Street in Moraga, CA. For tickets call 284-7404 or visit the chamber web site www.lafayettechamber.org.

- Taste of Lafayette Coming up on May 19 from 5:30 p.m. to 9:00 p.m. A fun opportunity to taste about 20 Lafayette restaurants signature's cuisine for \$45 per person. The tour starts at Lafayette Plaza, a free shuttle bus sponsored by Diablo Foods will loop constantly. Call 284-7404 or go to the Chamber's web site to register, the number of tickets is limited.

Moraga Chamber of Commerce

- Community Faire Saturday May 9th 11 a.m. to 4 p.m. Rheem Shopping Center. Local music groups, including Little Dog 2 and the jazz bands from both Campolindo High School and Joaquin Moraga Intermediate School; rock climbing, sidewalk chalk art contest starting at 11 a.m., bounce house and other children's activities, opportunities to buy arts, crafts and jewelry from a wide variety of artists; sample food from local restaurants and wine from five or six area vintners. A car show will highlight classic cars owned by Lamorinda residents. Local retail and businesspeople will present their offerings.

- May Chamber Mixer Friday, May 29, 7:30 a.m. at the Hacienda de las Flores, Fireside Room.

Orinda Chamber of Commerce

- Orinda Celebrates Cal Shakes 35th anniversary and throws a big party, on May 28, from 5:30 p.m. to 7 p.m. at Theater Square in downtown Orinda. The free event is opened to the public and will offer an array of attractions. L. Peter Callender from Cal Shakes will be

the Master of Ceremony. He will introduce performances by OIS students, Music by Sure Fire and, as one of the highlights of the evening a 30 second Shakespeare competition between the three Lamorinda Chambers of Commerce. Orinda's Shelby's and Lafayette's Yankee Pier will cater the food and all will be able to share in the 35th birthday cake. Cal Shakes will sell specially priced tickets to the opening night of Romeo and Juliet, the play that will be on stage at the Festival from May 27 to June 21.

Reach the reporter at: info@lamorindaweekly.com

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