

Excellent Care AT HOME

Heartfelt & Supportive Care At All Times...

3645 Mt. Diablo Blvd., Suite D Lafayette (beside Trader Joe's)
www.excellentcareathome.com

Call to schedule a free assessment and plan care review. 925-284-1213

Our mission is to provide personalized care, help maintain independence and enhance our client's quality of life on a daily basis.

- Fully bonded and insured
- Geriatric care management
- Hourly care
- Live-in care
- Transportation to and from medical appointments
- Medication reminders



Ware Designs

Fine Jewelry since 1977

3645 Mt. Diablo Blvd., Lafayette between Trader Joes & the Post Office 283-2988 www.waredesigns.com

50% off Watch Battery
Now \$5, Reg \$10
1 watch battery per person. Exp. 7/31/11. Usually installed while you wait. W/coupon. Restrictions apply.

New Location

Tuesday-Saturday 10-6



Patxi's Pizza Opens to Crowds

By Sophie Braccini



Orinda resident Don Bleu, from radio station Star FM, cuts the ribbon of Patxi's Pizza with co-owners Bill Freeman (left) and Patxi Azpiroz (right) holding the ribbon, and Tara Fawcett holding the pizza. That's Lafayette Council member Brandt Andersson between Bleu and Azpiroz. Photo provided

Patxi's of Lafayette cut the official ribbon of its grand opening on June 22, 2011. The Chicago style (or deep-dish) pizzeria opened to the public in early June and has been bustling with customers. This is the 5th restaurant for the team of three partners, Patxi Azpiroz, Tara Fawcett and Bill Freeman, who, during the first years of their professional lives in the Bay Area, decided to start a business together. The young entrepreneurs have spent countless hours in Lafayette to launch their new restaurant right, and they've brought with them a local fundraising program to demonstrate their desire to become a part of the community.

The restaurateurs have completely transformed what used to be Doulah Designs, in the Clocktower Building. There is a narrow but functional outside patio and the interior has been divided into three parts: the kitchen, the bar with seating tables, and the 'family room' with two large televisions and a chalk board wall to keep kids entertained. "We want each of our restaurants to have the flavor of the community we settle in, while our recipes and cooking techniques stay consistent," says Fawcett. The triumvirate that leads Patxi's has worked together for eight years and each member has his or her own role. Along the way Azpiroz and Fawcett got married and Freeman started his own family. When

asked if he has children Azpiroz responds, "we have five restaurants!"

During the weeks preceding the grand opening, the three could be spending as much as 17 hours a day at their site. "We are working along with the team, so they learn our ways by modeling what we do," says Azpiroz after whom the restaurant was named. "Patxi is actually my nickname, I was born Francisco Azpiroz and inherited 'Patxi' from my father, a Basque tradition," he says.

The team is in sync with the Bay Area groove. They buy organic produce organic whenever possible and when it came to selecting a coffee for their morning espresso, Fawcett took training at Blue Bottle Coffee, the local micro-master of organic coffee that vows to sell coffee less than 48 hours out of the roaster.

When Freeman sought out Azpiroz to start a business 8 years ago, the two men traveled to Chicago to carry out onsite research. In hearing their stories, it's clear they had a lot of fun while shaping their own vision of a deep-dish pizza.

"One of our secrets is the tomato sauce," says Azpiroz. When you cut a piece of Patxi's pizza (yes, this is a fork and knife pizza!) and take it in your mouth, the first taste goes to the sauce on top, then come all your toppings — it makes for a real mouth full. The pizza is assembled by lining the bottom and sides of the pan

with dough, adding the toppings, and then sealing them in with another thin layer of dough; it's all covered generously with more sauce.

The eating satisfaction that customers derive from the experience has made the success of Patxi's so far; Lafayette is the first East Bay location. "We wanted a restaurant that fit the families in this community," says Fawcett. One of their big ideas is to give back to the community that welcomes them. "We have a program called 52 Weeks of Giving that runs year round," explains Freeman, "during that time, any local non-profit that caters to education or children's health and welfare can choose a day when 10% of the total sales for the day in the restaurant of their choice will be donated to them."

Patxi's Chicago Pizza
3577 Mt Diablo Blvd., Lafayette 299-0700, <http://patxispizza.com>
Patxi's opens at 7:00 a.m. with breakfast and homemade pastries, and closes at 10:00 p.m. during the week and 11:00 p.m. on Friday and Saturday nights. Half-baked pizzas can be ordered over the phone and kept in the fridge up to a week before being finish-baked at home.

Lamorinda Weekly business articles are intended to inform the community about local business activities, not to endorse a particular company, product or service.

starstyle productions

Need help with writing, speaking, performing, or life challenges? Empowerment expert Cynthia Brian, listens to your requirements, assesses your needs, and helps you achieve your goals.

PO Box 422, Moraga | 925-377-STAR
cynthia@star-style.com | www.star-style.com



LGA DESIGN-BUILD

License #777236

- Remodels
- Additions
- Custom Homes
- Kitchens
- Baths

FREE Professional Design Consultation
Client-focused quality, value engineering and responsive delivery.
Just ask our clients!

Call 925-323-6582
email: nlgionet@lga-db.com www.lga-db.com

Caught You Looking!

FREE YOGURT

Buy One Like It™, Love It™ or Gotta Have It™ Size Yogurt, Get the Same Size FREE
Limit one per customer per visit.

3545 Mt. Diablo Blvd. • Lafayette, CA 94549
925-299-1516

COLD STONE CREAMERY

Served in a cup. No substitutions. Waffle products and mix-ins available for additional charge. Limit one per customer per visit. Valid only at participating locations. No cash value. Not valid with other offers or fundraisers or if copied, sold, auctioned, exchanged for payment or prohibited by law. 16.1298 © 2011 Kahala Franchising, L.L.C. COLD STONE CREAMERY and the medallion design are registered trademarks of Kahala Franchising, L.L.C. or its licensors.



business briefs

Lynn in the Big Apple
Ballou Plum Wealth Advisors, LLC
250 Lafayette Circle, Suite 203, Lafayette 283-2201
Lamorinda Weekly's own financial columnist Lynn Ballou EA, CFP® and Principal of Ballou Plum Wealth Advisors in Lafayette attended the NASDAQ Opening Bell Ringing Ceremony on June 24. This special event was hosted by LPL Financial to celebrate the achievements of their top advisors. "I was invited by LPL Financial's top management to join them for the opening bell in New York City. I'd love to play it cool and say hey—it was no big thing—but it was definitely a huge thrill for me!" said Ballou.



Lynn Ballou at the NASDAQ

the firm and quality of service provided to clients. Investment performance is not an explicit criterion. To read the full article, go to <http://online.barrons.com/report/top-financial-advisors/women>.

Farmyard Darlings Feature Sita Rupe Mt. Diablo Nursery & Garden
3295 Mt. Diablo Blvd, Lafayette 283-3830



Farmyard Darlings, Carole Sinclair (left) and Kim Berry (right) Photo provided

Farmyard Darlings regularly display their one-of-a-kind vintage collectibles at Mt. Diablo Nursery & Garden, in Harry's House, at the end of the garden. Their next reception will be on Friday, July 16th from 5-8. In addition to their collectibles and furniture they will feature local artist Sita Rupe. "We specifically selected Sita Rupe because she was able to custom make silk screen paintings based on some of Farmyard Darlings inventory of horse shoes, cowboy/cowgirl silhouettes and our vintage '51 and '53 trucks," said 'Darling' Carole Sinclair. Kim Berry, the other Darling, added that another reason Rupe was invited was because

her artwork is reasonably priced for the beginning art collector and beyond. "When I saw Farmyard Darlings' Ioot I felt like I was home," commented Rupe, "I love all of their items. They both have an exceptional artistic eye and a unique knack of repurposing items that many people may not have seen as gems. It's been a pleasure working with them!"

Mount Diablo Business Women: Ditch Your Diet!
The Mount Diablo Business Women's next meeting is on July 14, from 5:45-8:30pm at the Lafayette Park Hotel. The guest speaker will be Kelly Cornell, who will speak on the topic: Ditch Your Diet and Drop the Weight for Good. In her presentation she will show why diets do not work and can cause you more harm than good, and will also advise what to do instead. Mount Diablo Business Women is a business networking group open to business women seeking to enhance and grow their businesses. Guests are welcome to attend. More info at: <http://www.mtdiablobusinesswomen.org>. Reservations due by noon on July 11.

News from the three Chambers of Commerce
Joint "Cinco" Mixer with the Lafayette, Moraga, Orinda, Walnut Creek & Hispanic Chambers on July 13 from 5:30-7:00 p.m. at the Veterans Memorial Building, 3780 Mt. Diablo Blvd. in Lafayette.

If you have a business brief to share, please contact **Sophie Braccini** at sophie@lamorindaweekly.com or call the office 925-377-0977