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More Food Coming to Lafayette

By Sophie Braccini
Chipotle Mexican Grill

is scheduled to open its next East Bay restaurant at the end of August in Lafayette, according to the management of the Chipotle in Walnut Creek. The popular burrito joint's crew is finishing a remodel of the retail space that once housed NorSki and Sports, not far from the new Whole Foods.

The chain restaurant, which has over 1100 locations, features what anyone would expect from a Mexican

fast food: burritos, tacos, burrito bowls, salads and, of course, chips and guacamole.

The company makes an effort to put on a quality and eco-friendly face. Its web site offers options for all types of diets, from gluten free, allergy-sensitive, or vegans (they warn vegans and vegetarians that their pinto beans are cooked with bacon), and is communicating on their use of organic and local food suppliers. They also claim

that their meat is raised humanly. "Since 2001, we have sourced 100% of our pork from ranchers whose pigs are raised outside or in deeply bedded pens, are never given antibiotics and are fed a vegetarian diet," states their corporate communication material. The company indicates that its goal is to have 100% of the chickens raised without the use of antibiotics, and that currently over 35% of the dairy served comes from pasture-raised cows.

"Our commitment to serving food made with better ingredients from more sustainable sources is one of the key drivers of our business," said Steve Eells, founder, chairman and CO-CEO of Chipotle, "Not only is local produce fresher and better tasting, but it also helps support the environment and regional farming communities around the country."

The company that reported \$571.6 million revenue for the second quarter of 2011 (a revenue increased 22.4% compared to the second quarter of 2010) announced that it expects to use more than 10 million pounds of produce from local farms this year. Its definition of local is produce grown on farms within 350 miles of the restaurant where it will be served.

Fenton's Creamery

Joyful anticipation is tempered by uncertainty as stakeholders race to make possible the arrival of Fentons Creamery, which would like to open a Lafayette location in the historic Park Theater (see article page A2).

We're talking food here as well, but of a different type and from a very different company. Fentons Cream-

ery was founded in Oakland in 1894 by Elbridge Seth (E.S.) Fenton, and was passed down through generations until it was sold to Foremost Dairy in the 60's, then to Scott Whidden in 1987.

"Fentons Creamery is once again a family owned and operated business," said Whidden, "Our family is dedicated to the tradition started by the Fenton family, doing all that we can to make every visit to Fentons an event to be remembered." Fentons is well known for its locally made ice-creams and toppings; it also serves meals.

In May 2007, Fentons opened a second location in Vacaville, at the Nut Tree site. A location that, according to Whidden, represents nostalgic times much like Fentons Creamery does. So it makes sense that for its third location Fentons eyed the Park Theater; the Plaza Park business area brims with nostalgia and historic value.

Fentons' arrival hinges on the newly formed parking commission's recommendation. In the meantime the Lafayette business community supports the idea, "Business brings business," commented Lafayette Chamber Executive Director Jay Lifson, referring to the vitality of that specific business stretch. And if there is no parking near by? "Some businesses are worth walking a few blocks for," said Main Street Property Services Craig Semmelmeier.

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

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business briefs

Bye Bye, Big Blue

Dave Simpson's Bookmobile is for sale
It was just over a year ago that Dave Simpson lost his lease in the Clocktower building and transformed his brick-and-mortar Lafayette Bookstore into the creative Bookmobile, the bookstore on wheels that traveled the area stopping at private homes for book-club meetings, at Fastframe on Brown Ave. in Lafayette to take and deliver orders, and at farmers markets, schools, restaurants, etc. In his farewell address on Facebook, Simpson reminisced about his book-selling career. "The irony is not lost on me that I am announcing my departure from the book business on the day that Borders Books is announcing their demise," he wrote, "I started in book-selling over 30 years ago as the night manager of the first Crown Books on the west coast, and over those years there has been monumental change in bookstores and in bookselling. Book sales have become so splintered and fractured and splintered and sliced and diced, I don't see how any unsubsidized brick-and-mortar bookstore could survive." Big Blue, his beautiful bookmobile, is for sale. "Although it is amazing as a mobile bookstore, most of the interest in purchasing it has been from people who want to convert it to living space!" wrote Simpson, who was very active in the Lafayette Chamber of Commerce and was the chair of the successful Try Lafayette First campaign.

Lavecchia Calls it a Day

Both Moraga and Orinda residents got to know the charming Italian man who came to Lamorinda as a partner in the restaurant Amoroma in Moraga some eight years ago. A year and a half ago he opened his first solo restaurant, with his wife Mariam, in Orinda— Trattoria Lupetti. When Lavecchia came to the U.S. from Rome, he brought his love for Roman food along with his melodic Italian accent. Lavecchia attributes the failure of Lupetti to a lack of funding and the 11 months it took

him to get the proper license. "We could not have a web site, could not get our name and make the necessary changes to get the business in full gear," said Lavecchia. The restaurant owner served his last dinner on July 30, and though he was sad, he was not bitter. "I want to express my thanks to the Lamorinda community that supported me all these years," he said, "it has been a pleasure to get to know all of you, and we have made a lot of friends here. I hope that other opportunities to work in Lamorinda will present themselves." Mariam Lavecchia has already started a new job with Peet's coffee; Michele Lavecchia is actively looking for a new opportunity.

News from the three Chambers of Commerce

- Lafayette**
- Ribbon Cutting at Collectors Choice Antiques, August 11th, 5:00pm, 3574 Mt. Diablo Blvd.
 - Rock the Plaza concert, August 12, 6-8pm, starring Stagefrite
 - Entrepreneur's Club, August 18, 8:30am, Lafayette Chamber Conference Room
 - Movie in the Park, August 18, 8-10pm on the Plaza, featuring *Finding Nemo*
- Moraga**
- 1st annual Moraga Jazz Festival, Jazz for Joplin Benefit on Sunday, August 7 2pm at the New Rheem Theatre
 - Annual Chamber BBQ, Tuesday, August 30, 6pm at the Moraga Commons Park. Everyone in Moraga is invited to the Annual Moraga Chamber of Commerce BBQ sponsored by Safeway. Kickoff for reinvigorated Shop Moraga First Campaign. R.S.V.P. to kathe@moragachamber.org
- Orinda**
- After Hours Mixer on Thursday, August 18, 5:30-7pm, at Orinda Motors, 63 Orinda Way

If you have a business brief to share, please contact **Sophie Braccini** at sophie@lamorindaweekly.com

California Law requires that ALL 7th - 12th grade students receive the Whooping Cough (Tdap) vaccination prior to their return to school this year.

Tdap shots (as well as other vaccines) are available at your local CVS/pharmacy. NO APPOINTMENT NECESSARY

* All or a portion may be covered by your insurance plan

• Tdap - \$53.59*
Ages 11 - 64

• Pneumococcal - \$95.99*
Ages 65 and older require 1 lifetime dose

• Flu Shots - Coming Soon
Ages 9 and older

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Lamorinda CVS Pharmacy Locations

Happy Valley Center * Moraga Center
Orinda Crossroads * Rheem Valley Center



Pharmacy hours: Mon-Fri 9am-9pm, Sat: 9am-6pm, Sun: 10am-6pm
Moraga Center closed on Sunday