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## Roam Artisan Burgers Opening Soon in Lafayette

By Rosylyn Aragoes Stenzel



Founders Lynn Gorfinkle and Josh Spiegelman pose in front of Roam Artisan Burgers at La Fiesta Square in Lafayette. Photo Tom Stenzel

With construction moving at a steady pace, Roam Artisan Burgers at La Fiesta Square in Lafayette plans to be open before Christmas. This isn't your typical burger joint, but instead Roam offers a menu that is focused on sustainably-raised meats and locally grown produce.

With two locations in San Francisco, founders Lynn Gorfinkle and Josh Spiegelman are excited to open Roam in Lafayette. When asked what inspired them to open a gourmet burger restaurant in the first place, Spiegelman said that Roam combines both his and Gorfinkle's passion for two things: great food and health/nutrition. Also, after traveling and eating at some of the best restaurants worldwide, they realized that the casual element of fine dining was lacking.

So with Gorfinkle's expertise as a chef and in operations management, and Spiegelman's expertise in business and finance, they opened Roam together. "We wanted to put the fine dining experience in everyone's hands and make it really accessible. So we don't have any snobbery around eating. It's just about coming in, whether you've just finished at the gym or are walking around in shorts and a T-shirt and want to get a burger or date night. With Roam you can dress it up or dress it down. It's however you want to approach it, but we're always going to be here serving the same, really good quality food at

a reasonable price point," says Spiegelman.

"We're really into the source of our ingredients. We work exceptionally hard to guarantee the quality of what we're getting. It's everything from all the meats that are pasture-raised – where the name Roam comes from – to taking a perspective of looking at agriculture and ranching and going back to the way that things have always been traditionally done, which is healthiest for the planet, and the best thing is it's the healthiest and most nutrient-rich for us who are eating it."

Gorfinkle and Spiegelman have thoughtfully planned out the menu starting with your choice of meat; 100 percent grass-fed beef, free-range turkey, all natural Bison as well as an organic veggie burger. Not sure what to have on your burger? There are eight different delicious styles to choose from ranging in variety from the Sunny Side – topped with an organic, free-range egg, white Cheddar, caramelized onions, greens, tomato and sweet chili sauce to the French and Fries – topped with Truffle parmesan fries, Gruyere, avocado, caramelized onions, watercress and Dijon mustard, or of course there's always the create your own option.

For sides, they offer skin-on Russet Fries, Sweet Potato Fries and the Zucchini Onion Haystack. For those who want to try it all, there's the Fry-Fecta which supplies a generous size of all three.

Roam's fries are fried in rice bran oil, which is very light, says Spiegelman, and lower in saturated fat, resulting in a lighter fry that's a little better for you. On a side note, Roam recycles their used oil by participating in a waste oil program in San Francisco where the oil goes to fuel Muni buses.

Roam caters to all kinds of diets; including everything from vegetarian to gluten-free and Paleo. Don't feel like having a burger? Check out their Market Salad with ingredients that change according to the season. There's also a seasonal veggie dish and don't forget the organic veggie burger made in-house.

Gorfinkle and Spiegelman not only care deeply about the quality and source of their meats and produce, but also about being eco-conscious in the operations and building of their restaurants. Per Gorfinkle, Roam composts up to about 80 percent of food waste, and participates in a compost program where the soil is used in school gardens in San Francisco and farms throughout California. Also at Roam Lafayette, they're making use of reclaimed, salvaged wood and low-toxic paint in constructing the new restaurant.

But back to the menu, one can't have a burger and fries without the traditional milkshake, and even better, these shakes are stepped up a notch. Made with organic ice cream from Strauss Family Creamery, there's everything from mint chip, salted caramel, and coconut to a seasonal pumpkin spice shake with the option of having a bruleed marshmallow on top.

Also featured are artisan sodas made without corn syrup, featuring unique flavors such as Meyer Lemon, ginger lime, prickly pear, caramelized pineapple and blood orange. Beer and wine are available on tap and in keeping with the sustainability focus with no waste of bottles, but tapping straight from the barrel.

The Lafayette location like the others in the city, will offer casual seating including a community table that seats 18. Outside patio seating will also be available. It is the largest of their three locations.

Roam Artisan Burgers Lafayette will be open seven days a week, 11:30 a.m. to 10 p.m. For more information visit roamburgers.com.

## business briefs



Mexcal manager Henry Guzman (right) with bartender Oliver ready to rock and roll. Photos Sophie Braccini

### New Mexcal Restaurant in Orinda 65 Moraga Way, Orinda (925) 253-7777

The owners of Mexcal in Danville recently opened a new location in Orinda. The Italian/Mexican fusion restaurant, as described by manager Henry Guzman, serves dishes of Italian origin, like Fettuccine with Mexican sauce and condiments like green tomatillo sauce and jalapenos. "The owner of the store, Jose Luis, thinks this is an excellent idea for Orinda," said Guzman, who added that the restaurant serves Mexican food with Italian spices. The new Mexcal is located next to Peet's Coffee near Theatre Square.

### 4G Verizon Under New Management 3631 Mt. Diablo Blvd., Lafayette (925) 270-5368

Eli Rey is the new manager of the 4G Verizon store in Lafayette near Trader Joe's and Diablo Foods. "I've hired a new team and we are very excited to start here in Lafayette in time for the holidays," said Rey. The ribbon cutting for the business is at 5 p.m. Tuesday, Dec. 10.



New Verizon manager Eli Rey

### Shelby Sexton Becomes Caroline's Salon 33 Lafayette Cir, Lafayette (925) 284-1474

www.carolinessalon.net

Shelby Sexton continues to have a chair at her old salon, but it now has a new name: Caroline's Salon. Caroline Wiseman, who started at Shelby Sexton after moving from Los Angeles about a year ago, is the new owner. Wiseman has an extensive background in celebrity hair and makeup (see related article <https://www.lamorindaweekly.com/archive/issue0517/pdf/From-Hollywood-Glitter-to-Downtown-Lafayette-Emmy-nominated-hairstylist-comes-to-Lamorinda.pdf>) and quickly made a name for herself in Lafayette. The full service hair and nail salon located in La Fiesta Square next to Cake has started offering new services. "I'm excited to introduce Blow-dry, Brows and Bubbles on Thursdays, Fridays and Saturdays," says Wiseman. "Adrianna Farina is our amazing blow-dry girl. She's also a great all-around hair stylist." Starting Dec. 1, the following people will also be working out of Caroline's Salon: Nancy Daul, master colorist from Walnut Creek, Melissa Malugani, blow-dry specialist from Walnut Creek and Kaytie Mandell, airbrush tan expert.

### Bailey Orthodontics Holiday Reception 15 Altarinda Road, Suite 104A, Orinda (925) 254-4568

www.baileysmile.com

Swing by Bailey Orthodontics for a combined open house, grand re-opening, and holiday celebration from 5 to 8 p.m. Thursday, Dec. 12. Hors d'oeuvres, drinks, and raffle prizes.

### News from the three Chambers of Commerce Lafayette

Chamber Holiday Mixer from 5:30 to 7:30 p.m. Wednesday, Dec. 11 at Citibank, 3528 Mt. Diablo Blvd., Lafayette.

#### Moraga

The chamber will soon have a physical address open Mondays starting in January from 8 a.m. to noon (excluding holidays) at the Hacienda de las Flores in the La Sala room, 1600 Donald Dr. The building belongs to the town of Moraga and the chamber is using the office free of charge.

Chamber Christmas party from 6 to 9 p.m. Tuesday, Dec. 10 at Moraga Royale.

#### Orinda

Chamber Holiday Mixer from 5:30 to 7 p.m. Wednesday, Dec. 11 at Mechanics Bank (across from Nations). Everyone is invited and encouraged to attend. Please bring a toy for Toys For Tots.

## Positions Available: Sports Reporter



Lamorinda Weekly is looking for a sports reporter to cover a variety of high school, college and club sports.

A journalism background and understanding of AP Style is helpful, but not required. Please send your resume and writing sample/photo to

wendy@lamorindaweekly.com or call (925) 377-0977; \$50-\$75 per published article.

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