

Published April 22nd, 2015

business briefs



Orinda resident Stephanie Tomasco holds son, James, with daughter, Olivia, in the Whole Foods aisle where Be Real Bars are sold. Photo S. Braccini

Be Real Bars Now at Whole Foods

www.berealfoods.com

Last year when we featured Stephanie Tomasco's new company, Be Real Foods, she was in the process of funding it through a Kickstarter campaign. The project took off nicely, and she surpassed her \$20,000 goal. The Orinda "mompreneur" originally developed kid-friendly, healthy, gluten-free bars when she realized that family members had a gluten allergy, and she also wanted a bar that her daughter would love but would not be overloaded with sugar. Tomasco recently completed Whole Foods' scrutiny process to be accepted as a vendor. "I am now on shelves at Diablo Foods, Draeger's, Lunardi's, and other smaller retail like Piedmont Grocery," she says. And the chocolate brownie and oatmeal raisin bars are on aisle six at Whole Foods. Now this mother of two small children is focusing on marketing. "I want to go to stores and do some testing with the customers," says Tomasco, like one taste testing

event she did at Diablo Foods. She values the feedback she gets from customers at these events. "Once the first two flavors get a lot of traction I will add two new ones," she says. Tomasco chose a wheat-free factory in Oakland to make the bars and uses a protocol to make sure they are gluten-free. "I chose a local site because I felt I would have better oversight," she adds. The bars can also be found online at www.berealfoods.com; the promotion code FF30 will give you a 30 percent discount.

Double Celebration for Lafayette Car Wash and Detail Center

3319 Mt. Diablo Blvd. Lafayette, (925) 283-1190

www.lafayettecarwash.com/

Lafayette Car Wash owner Jess Wellen recently celebrated the 25th anniversary owning the business with co-owner and son, Blake Wellen. Plus on Earth Day, the local business will receive the Lafayette Award of Environmental Excellence, also known as the Green Award, along with Metro restaurant in the business category. "We are doing everything we can to save energy and water in our business," says Blake Wellen. Over the years, the business was transformed from an old facility to a state-of-the-art detailing facility where 60 percent of the water is recycled, and other services were added such as touch-up paint and body repair. "A lot of groups used to have car washes to raise funds," adds the business co-owner. "With the drought situation, they are contacting us so we can partner." For the Wellens being part of and giving back to the community has always been a priority and they both have been very active in Lafayette. Blake's wife, Julie Rubio, is also a Lafayette business owner with the J. Colleen Boutique at 261 Lafayette Circle, while Jess' wife, Theresa, manages the back end of the business. "Four of our employees have been with us for more than 20 years and more are coming up on 20 years," says Blake Wellen. "It's been great for all of us doing business in this wonderful community."

Two Senior Helpers Events for First Responders and Medical Personnel

Senior Helpers is sponsoring two events headlined by national dementia expert Teepa Snow on Monday, May 4. Snow will address how to assist people with dementia in an emergency situation

when routines have disintegrated. The first seminar is for first responders including fire personnel, police officers, EMTs and others who interact with the public, and is being co-sponsored by the Moraga-Orinda Fire Department. The information is relevant for anybody who may need to assist a family member or other person during an emergency situation. It is scheduled from 10 a.m. to noon at the Orinda Community Auditorium, adjacent to the Orinda Library. Two Category One continuing education units are being offered free of charge at the event for emergency personnel and first responders. Reservations can be made by calling the MOFD at (925) 258-4514. The second event is offered at John Muir Medical Center the same day for medical personnel. For information, contact Kevin Reneau at Senior Helpers: (925) 376-8000.

News from the Three Chambers of Commerce
Lafayette

Monthly Mixer at Merrill Gardens at 5:30 p.m. Wednesday, April 22 at 1010 Second Street.

Moraga

Moraga Chamber Mixer at 5:30 p.m. Tuesday, April 28 at the Serbian Church, 1700 School Street, sponsored by Moraga Rotary, the Lion's Club and RecycleSmart.org.

Save the date for the Moraga Community Faire on May 9.

Orinda

The Orinda Trivia Bee will be at 5 p.m. Friday, April 24. Orinda Rotary and Orinda Chamber of Commerce jointly sponsor the Trivia Bee. Teams of six compete for the title in a multiple round trivia competition. Attendees come dressed in costume and decorate tables in keeping with the chosen theme for their team. The event takes place at the Orinda Masonic Lodge, 9 Altarinda Rd. in Orinda. For information, contact Candy Kattenberg at info@orindachamber.org.

The State of the City Luncheon is scheduled from 11:30 a.m. to 1:30 p.m. Wednesday, April 29 at the Orinda Country Club. Orinda Mayor Steve Glazer will provide an update on all of the latest issues facing the community. For information, visit www.orindarotary.org.



From left: Blake Wellen, Jess Wellen and Theresa Wellen Photo Andy Scheck

Reach the reporter at: info@lamorindaweekly.com

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