

Business

# 65 Years of Old-School Ice Cream at Loard's

By A.K. Carroll



Photo A.K. Carroll

In a society that's obsessed with the newest and latest in trends and innovation, it's rare to find a formula that stands the test of time, even when it comes to eating. In such a world, Loard's old-fashioned ice cream is a rebel – revolutionary in the very fact that it isn't.

Since 1950, the folks at Loard's have had one mission: to bring the very best in creamy confection to

the Bay Area. They've been using the same tried and true recipe since opening their doors in 1950, and after 65 years have no plans of changing it.

"The recipe is the same," says Claudina Ovenden, who along with her husband David owns the Loard's in Moraga. "What you got the first day, you'll get 10 years from now."

There's no liquid nitrogen or organic hemp milk to be found. The key to Loard's ice cream is the whole milk and premium ingredients that go into each of their 50-plus flavors. "It's really rich," says Ovenden. "Even if it gets soft it freezes back up without getting icy."

"It's a treat," echoes Tyler Morris, manager of the Loard's in Orinda. "The fat content is high, but that's what makes it so good. All of the flavors are really consistent."

A Lamorinda local and graduate of Miramonte High School, Morris has been a member of the Loard's team for five years. "I always went to Loard's as a kid," says Morris, who recalls getting milkshakes after school and going out for sundaes with his friends. "I think a lot of the people who end up working here talk about coming [to Loard's] as a kid, knowing all the flavors, and always wanting to work here."

Russ Salyards opened the first Loard's Ice Cream in Oakland, June of 1950. One of the five original shops, the Orinda location opened shortly thereafter. Following the store's 50-year anniversary, it was purchased by Lamorinda locals Brooks and Brad Stubblefield, high school sweethearts who oversaw both the Orinda and Moraga locations for over a decade, before selling the Moraga shop to the Ovendens.

"They're the best owners I've ever worked for," Morris says of the Stubblefields. Though his own taste for ice cream has diminished over the years, Morris is still eager to make recommendations. "I'll occasionally have a sample now and then, but I can't really have a scoop to myself anymore."

According to Morris, the top sellers in Orinda are chocolate mint and mocha almond fudge. Rainbow sherbet is another big seller.

"We tried doing crazy sundaes for a while to see if they'd take off," Morris remarks, "but the original is really what people are looking for."

The same goes for many of the customers in Moraga, where the most popular flavors are chocolate mint, vanilla and cookies and cream. Both stores can carry up to 50 flavors, which they do nearly all year round, with the exception of a few seasonals, like avocado and pumpkin. Loard's also offers milkshakes, sundaes, soda freezes and ice cream cakes.

"I love making the cakes, and seeing people's faces light up," says Ovenden. "I always wanted to do something where I could work with kids and people and put smiles on

their faces. Ice cream was a good [choice]."

The Ovendens have owned the Moraga Loard's for two and a half years. "It's a nice family business," she says. "Not something you can get rich from, but you can make people happy. The staff is amazing, always smiling. I want everybody who works here to have a smile on their face."

**A Few Favorite Flavors:**

- Claudina Ovenden** – Coconut pineapple
- David Ovenden** – Lemon sorbet and Double Dutch
- Tyler Morris** – Almond Joy
- Amanda Carroll** – Cookies 'N Cream

**Loard's locations:**  
 230 Brookwood Rd, Orinda (925) 254-3434  
 Moraga Shopping Center, 1480 Moraga Rd, Moraga (925) 388-0695

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

## business briefs

**The Salon at Merrill Gardens Grand Opening**  
 1010 Second St., Lafayette, (925) 900-8809 or (510) 982-1631

Victoria Monteiro is celebrating the grand opening of her new hair salon for seniors, on the ground floor of Merrill Gardens. Monteiro is a 20-plus-year styling veteran who is excited to be opening in this beautiful community. Refreshments and hors d'oeuvres will be served from 5:30 to 7 p.m. Tuesday, Aug. 4 with musical entertainment.

**Orinda Resident Named ACS Fellow**

The American Chemical Society's (ACS) Fellows Oversight Committee, announced that Orinda resident Marinda Li Wu has been selected as a member of the 2015 class of ACS Fellows. ACS Fellows are nominated by their peers and selected for their outstanding achievements in and contributions to the science/profession and for providing excellent volunteer service to the ACS community. The 2015 ACS Fellows will be honored at a special ceremony during the ACS National Meeting in Boston on Aug. 17. In 2013 Dr. Wu became the first Asian American and only the eighth woman to serve as president of the ACS in the Society's 137-year history. Wu introduced the popular Science Café in a partnership between the Lafayette Library and Learning Center Foundation (LLLCF) and the California ACS Section.



Photo courtesy Dr. Marinda Li Wu

**Husband and Wife Team Join J. Rockcliff Realtors**  
 3799 Mt. Diablo Blvd., Lafayette, (925) 989-2262,  
 www.DusonJonesHomes.com

J. Rockcliff Realtors announced that the husband-and-wife real estate team, Larry Duson and Jeanne Jones, have joined the company's Lamorinda office in Lafayette. Duson's background includes over three decades in the banking industry with top-tier management positions at Wells Fargo, Citibank, Bank of the West and Bayview Bank. Duson has twice served as president of the Lafayette Chamber of Commerce and is still a longtime member of its board of directors. He has served as chairman of the Lafayette Art and Wine Festival, president of the Lafayette Rotary Club and in 2011 he was named Lafayette's Business Person of the Year. Jones' professional background includes more than 35 years of experience in retail merchandising with a primary focus in home furnishings and design for companies such as Macy's, Williams Sonoma and Restoration Hardware. She also holds a degree in economics from San Diego State University. "We are confident that our combined experience is crucial to our success in working with home buyers and sellers," said Jones.



Larry Duson and Jeanne Jones

**News from the Three Chambers of Commerce**

Eight local Chambers - Pleasant Hill, Lafayette, Moraga, Orinda, Walnut Creek, Concord, Martinez and Hispanic - are joining together for an annual Mega Mixer from 5 to 7 p.m. Thursday, Aug. 6 at Pleasant Hill Community Center, 320 Civic Drive. Free for chamber members and guests. For info, call the Pleasant Hill Chamber of Commerce at (925) 687-0700. For reservations, visit the Pleasant Hill Chamber website: www.pleasanthillchamber.com.

**Lafayette**

No board or committee meetings are scheduled during the month of August.

**Moraga**

Save the date for the Chamber's 7th Annual Community Barbecue from 5 to 7:30 p.m. Tuesday, Aug. 25, this year sponsored by Safeway. Admission is free, and the event will take place in the barbecue/picnic area of the Commons, next to the play structures.

**Orinda**

No board or committee meetings are scheduled during the month of August.

If you have a business brief to share, please contact **Sophie Braccini** at [sophie@lamorindaweekly.com](mailto:sophie@lamorindaweekly.com)



*"Nothing makes me happier than to see you smile!"*

- Comfortable, Convenient Family and Cosmetic Dentistry
- Certified in Full Mouth Reconstruction
- Preferred Provider for Invisalign
- Always accepting new patients of any age

like us on 

**Family & Cosmetic Dentistry** Providing Personalized Care through Quality Dentistry

**Scott D. Lothamer, DDS**  
 Moraga  
 925-376-4602  
 1030 Country Club Drive  
 moragadental.com

**\$40 off**  
 mention this ad to receive \$40 off any dental treatment  
 Exp. 8-31-15

Member:  
 ADA • CDA • CCDS • AACD



# Home loan expertise starts at SAFE.



Community is something special. And here at SAFE Credit Union, we're proud to be a part of it. We're here to help you purchase or refinance your home with fast processing and exceptional service. Come speak to your local SAFE Mortgage Officer today to make your home financing go further.

**(800) SEE-SAFE**  
[safecu.org/homeloans](http://safecu.org/homeloans)



NMLS# 466072