

# Athlete Giorgio Tavecchio – Italian born, Moraga-raised gastro-preneur

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The coronavirus has forced the company to adjust on the fly, keeping things up and running. “Our initial strategy was to go more business-to-business, getting into retails and restaurants,” Tavecchio said. “So, we pivoted and got our website up earlier than we had planned and we’ve been open for business online. We’ve been pleased with the progress we’ve seen online and with the feedback we’ve received from our customers. We are young enough to handle these things with the quickest agility possible, not having too much of a backlog in business procedure and accounts payable. Thankfully, all of our products were delivered in late 2019 prior to

the virus and we have avoided having to move anything during the tense time of the outbreak and we are beginning to receive more of our products, although it is taking a little longer to get here due to the customs and more of the bureaucracy. We have both private and business clients in the small retail and boutique shops at this point and look to do more with the restaurants once things settle down.”

Tavecchio has not yet closed the door on his returning to the National Football League. “I kick and lift three times a week if I’m not working and doing stuff for ElevenTwelve, so those two things are keeping me busy. I never try to make excuses. I’m just trying to be the best kicker that I can be and take advantage of whatever situa-

tion can come my way because there is nothing else that you can do.”

With his experience in the NFL, Tavecchio is trying to connect with the various teams. “After kicking with the Atlanta Falcons, I have been making great inroads with them,” he said. “When you look at the NFL stadiums, it has evolved from hot dogs, hamburgers and peanuts to luxury boxes, field level suites and gourmet foods. There seems to be an explosion of attention on the food service side and the quality of offerings at the stadiums. As things progress, I’d love to have those discussions with the Raiders, if the stadiums do have fans. We’re working on it with all the sports but at this point we are focusing on the football market. We can form

our pasta into the shape of football (Pasta al Football) and color them to match a team’s colors.”

Growing up in Moraga also provided a foundation for Tavecchio, having worked in high school at Ristorante Amoroma, still maintaining a friendship to this day with the owners.

Returning periodically to visit his parents brings back a lot of memories for Tavecchio. “I’ve always liked driving around Moraga around sundown during the summertime when it was going from hot to cool to crisp fresh air. Driving through the neighborhoods, it just felt so peaceful and it smelled so fresh with the eucalyptus trees and all the flowers and the beautiful colors and it was such a warm and welcoming place to grow

up. That’s something that I will never forget about Moraga. When people ask me where I’m from, I say that I have lived everywhere but I consider Moraga my home because of how close I felt with the community. At one point, I was a volunteer coach at Campolindo and lived at home so there are a lot of deep roots that have been planted in Moraga that have shaped who I am, shaped the story of my family and shaped our experience in the United States. It’s those little things that make me grateful.”

Tavecchio is now sharing an exclusive promo code LAMO with the Lamorinda community for 25% off for all the ElevenTwelve products which can be ordered at [www.eleventwelveusa.com](http://www.eleventwelveusa.com)

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