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Patxi's Pizza Opens to Crowds

By Sophie Braccini



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Orinda resident Don Bleu, from radio station Star FM, cuts the ribbon of Patxi's Pizza with co-owners Bill Freeman (left) and Patxi Azpiroz (right) holding the ribbon, and Tara Fawcett holding the pizza. That's Lafayette Council member Brandt Andersson between Bleu and Azpiroz. Photo provided

atxi's of Lafayette cut the of- asked if he has children Azpiroz with dough, adding the toppings, opening on June 22, 2011. The rants!" Chicago style (or deep-dish) pizzeria opened to the public in early June and has been bustling with customers. This is the 5th restaurant for the team of three partners, Patxi Azpiroz, Tara Fawcett and Bill Freeman, who, during the first years of their professional lives in the Bay Area, decided to start a business together. The young entrepreneurs herited 'Patxi' from my father, a have spent countless hours in Basque tradition," he says. Lafayette to launch their new restaurant right, and they've Bay Area groove. They buy orbrought with them a local fundraising program to demonstrate their desire to become a lecting a coffee for their morning part of the community.

pletely transformed what used to cromaster of organic coffee that be Douglah Designs, in the vows to sell coffee less than 48 Clocktower Building. There is a hours out of the roaster. narrow but functional outside patio and the interior has been di- Azpiroz to start a business 8 years 3577 Mt Diablo Blvd., Lafayette vided into three parts: the kitchen, the bar with seating tables, and the 'family room' with two large televisions and a chalk board wall to keep kids entertained. "We want each of our restaurants to have the flavor of the community we settle in, while our recipes and cooking techniques stay consistent," says Fawcett. The triumvirate that leads Patxi's has worked together for eight years and each member has his or her own role. Along the way Azpiroz and Fawcett got married and Freeman The pizza is assembled by lining

ficial ribbon of its grand responds, "we have five restau-

During the weeks preceding the grand opening, the three could be spending as much as 17 hours a day at their site. "We are working along with the team, so they learn our ways by modeling what we do," says Azpiroz after whom the restaurant was named. "Patxi is actually my nickname, I was born Francisco Azpiroz and in-

The team is in sync with the ganic produce organic whenever possible and when it came to seespresso, Fawcett took training at The restaurateurs have com- Blue Bottle Coffee, the local mi-

> When Freeman sought out Patxi's Chicago Pizza ago, the two men traveled to Chicago to carry out onsite research. In hearing their stories, it's clear they had a lot of fun while shaping their own vision of a deep-dish pizza.

"One of our secrets is the tomato sauce," says Azpiroz. When you cut a piece of Patxi's pizza (yes, this is a fork and knife pizza!) and take it in your mouth, the first taste goes to the sauce on top, then come all your toppings -it makes for a real mouth full. started his own family. When the bottom and sides of the pan

and then sealing them in with another thin layer of dough; it's all covered generously with more

The eating satisfaction that customers derive from the experience has made the success of Patxi's so far; Lafayette is the first East Bay location. "We wanted a restaurant that fit the families in this community," says Fawcett. One of their big ideas is to give back to the community that welcomes them. "We have a program called 52 Weeks of Giving that runs year round," explains Freeman, "during that time, any local non-profit that caters to education or children's health and welfare can choose a day when 10% of the total sales for the day in the restaurant of their choice will be donated to them."

299-0700, http://patxispizza.com Patxi's opens at 7:00 a.m. with breakfast and homemade pastries, and closes at 10:00 p.m. during the week and 11:00 p.m. on Friday and Saturday nights. Halfbaked pizzas can be ordered over the phone and kept in the fridge up to a week before being finishbaked at home.

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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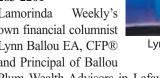
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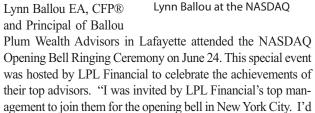
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business briefs

Lynn in the Big Apple **Ballou Plum** Wealth Advisors, LLC 250 Lafayette Circle, Suite 203, Lafayette 283-2201

Lamorinda Weekly's own financial columnist Lynn Ballou EA, CFP®





T LPL Financial

June 24, 2011

Emily Bach Part of the Top 100 Women Financial Advisors

love to play it cool and say hey—it was no big thing—but it was

2 Theatre Square #322, Orinda

definitely a huge thrill for me!" said Ballou.

254-3888

Morgan Stanley

Morgan Stanley Smith Barney announced today that Emily Bach, a Financial Advisor in the firm's Orinda office, has been named to Barron's annual list of America's Top 100 Women Financial Advisors, a select group of individuals who are screened on a number of criteria. Among factors the survey takes into consideration are assets under management, revenue produced for the firm and quality of service provided to clients. Investment her artwork is reasonably priced for the beginning art collector performance is not an explicit criterion. To read the full article, http://online.barrons.com/report/top-financialadvisors/women.

Farmyard Darlings Feature Sita Rupe Mt. Diablo Nursery & Garden

3295 Mt. Diablo Blvd, Lafayette 283-3830

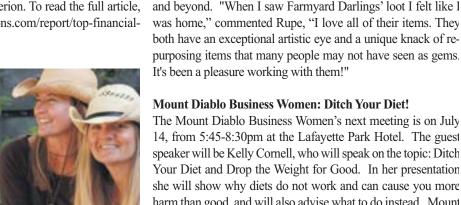
Farmyard Darlings regularly display their one-ofa-kind vintage collectibles at Mt. Diablo Nursery & Garden, in Harry's House, at the end of the garden. Their next reception will be on Friday, July 16th from 5-8. In addition to their collectibles and furniture

they will feature local artist Sita Rupe. "We specifically selected Sita Rupe because she was able to custom make silkscreen paintings based on some of Farmyard Darlings inventory of horse shoes, cowboy/cowgirl silhouettes and our vintage '51 and '53 trucks," said 'Darling' Carole Sinclair. Kim Berry, the other Darling, added that another reason Rupe was invited was because

Farmyard Darlings, Carole Sin-

Photo provided

clair (left) and Kim Berry (right)



14, from 5:45-8:30pm at the Lafayette Park Hotel. The guest speaker will be Kelly Cornell, who will speak on the topic: Ditch Your Diet and Drop the Weight for Good. In her presentation she will show why diets do not work and can cause you more harm than good, and will also advise what to do instead. Mount Diablo Business Women is a business networking group open to business women seeking to enhance and grow their businesses. Guests are welcome to attend. More info at: http://www.mtdia-

News from the three Chambers of Commerce

blobusinesswomen.org. Reservations due by noon on July 11.

Joint "Cinco" Mixer with the Lafayette, Moraga, Orinda, Walnut Creek & Hispanic Chambers on July 13 from 5:30-7:00 p.m. at the Veterans Memorial Building, 3780 Mt. Diablo Blvd. in Lafayette.

If you have a business brief to share, please contact **Sophie Braccini** at sophie@lamorindaweekly.com or call the office 925-377-0977

