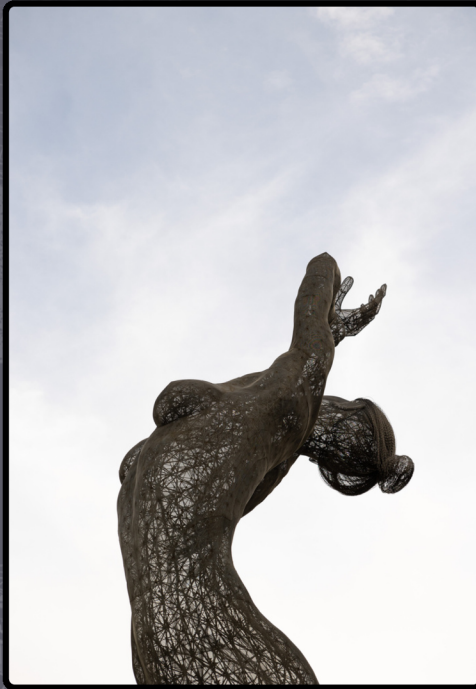


WINTER 2024 - 2025 | ISSUE NO. 3

# TASTE + SEE

LOCAL BUSINESS MAGAZINE



## SAN LEANDRO

BY: LEMONAD MEDIA

**FREE!** | TAKE ONE AND PASS IT ON

## **TASTE + SEE**

"San Leandro"

### **ISSUE NO. 3**

Winter, 2024 -2025  
by LemonAd Media

Introducing *Taste + See Magazine* – a free publication that highlights the hidden gems of our community. We encourage you to take a copy and share it with your loved ones to support local businesses. Let's help our city thrive together!

If you own a business in San Leandro and/or have any ties to our city contact us at: [hello@lemonadmedia.com](mailto:hello@lemonadmedia.com) to be featured in the next issue of Taste + See Magazine.



SCAN THE QR CODE TO  
DOWNLOAD THE  
DIGITAL VERSION.

Our heartfelt thanks go out to all the businesses that made this issue possible. Our hope is that this magazine will drive more customers your way.

**- Eddie + Yellie**

*LemonAd Media was responsible for producing  
all of the content seen in this magazine.*

JOIN US IN OUR  
NEXT ISSUE!

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# THE TASTE OF SAN LEANDRO

Participate in a benefit event that supports **Leadership San Leandro**, a program to foster connections and educate community leaders. Savor mouth-watering tastings from the finest restaurants, breweries, and wineries that San Leandro has to offer.

-  **21ST AMENDMENT BREWERY**  
2010 Williams Street
-  **MARCH 25, 2025**
-  **5:00PM - 8:00PM**
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Buy by March 10 and get **\$5 off!**  
Use promo code **TANDS** for an **Extra \$5 off!**



SCAN QR  
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MORE INFO



Stay informed about the latest updates from Leadership San Leandro by following us at: [@leadershipsl](https://twitter.com/leadershipsl)

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# YOUR PHOTOS SUCK.

## WHY YOU AREN'T ATTRACTING NEW CUSTOMERS

By: Lemonad Media LLC

Let's get straight to the point—your photos are holding you back. If you're wondering why new customers aren't walking through your door or engaging with your brand, it's time to take a hard look at the images you're using to represent your business.

The truth is, bad photos scream "unprofessional" to potential customers. Blurry shots, poor lighting, and DIY setups might have cut it a few years ago, but we're in a new era now. In a world where everyone is bombarded by endless ads and content, standing out isn't optional—it's essential. And if you want your brand to be taken seriously, you need to start acting like it. That means investing in high-quality visuals.

### IT'S TIME TO GET SERIOUS ABOUT YOUR BRAND'S IMAGE

In today's competitive market, image is everything. Whether you're a local shop, a service-based business, or a growing brand, the look and feel of your business determine how customers perceive your value. Are you just another face in the crowd, or are you the business they have to experience? Your visuals will decide that for them.

Professional photography isn't just a "nice-to-have" anymore—it's a "must-have." When a potential customer scrolls through your website or social media feed, the first thing they notice is your visuals. And if those visuals are subpar, they'll keep scrolling... right past you to your competitors.

### DIY IS DEAD—IT'S TIME TO ELEVATE

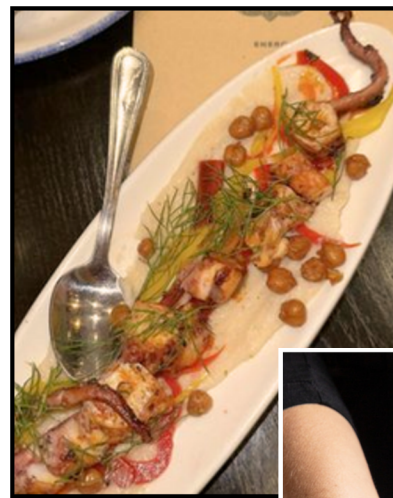
Look, it's no longer cool to be the DIYer when it comes to your marketing and advertising. While there's nothing wrong with being hands-on, there's a point where you have to ask yourself: Am I presenting my business in the best light possible? If you want to grow, if you want to attract new customers, and if you want people to associate your brand with quality, it's time to elevate your visuals.

Professional photography does more than just make your business look good. It tells customers that you take pride in what you do—that you care about the details, that you're serious about quality. It separates you from the businesses still trying to "make do" with what they have, while you rise above, presenting yourself as the true, valuable brand you are.

### MOVE MARKETING TO THE TOP OF YOUR PRIORITY LIST

If marketing and advertising have been on the back burner, it's time to bring them front and center. High-quality photography is the foundation of successful marketing, and it needs to be treated that way. Stop letting your brand blend into the background. Your visuals should be what pulls people in—making them stop, take notice, and want to engage.

At LemonAd Media, we specialize in transforming your brand's look (*Not limited to food photography*). No more blurry images, no more settling for "good enough." It's time to invest in photography that makes your business shine and gets you the attention you deserve. And if you're reading this but don't have a business, no worries—refer someone who does, and we'll pay you a commission if they book a shoot. #easymoney



### GO FROM THIS:

- NO CONTRAST
- BAD COMPOSITION
- TOO WARM
- NOT SHARP
- CELL PHONE PHOTO
- SAYS, "I DON'T CARE."
- SAYS, "I'M CHEAP."

### TO THIS:

- SHARP RESOLUTION
- INTENTIONAL
- MOUTHWATERING
- BRIGHT COLORS
- AD-WORTHY
- SAYS, "I CARE."
- SAYS "I SERVE A QUALITY PRODUCT."



# Danny Murry's Irish Pub



The Place to Be - Where Friends Become Family



SCAN TO SEE  
UPCOMING EVENTS



1680 Washington Ave, San Leandro



**FOUR GENERATIONS OF  
FAMILY DOING  
BUSINESS IN SAN  
LEANDRO SINCE 1882**

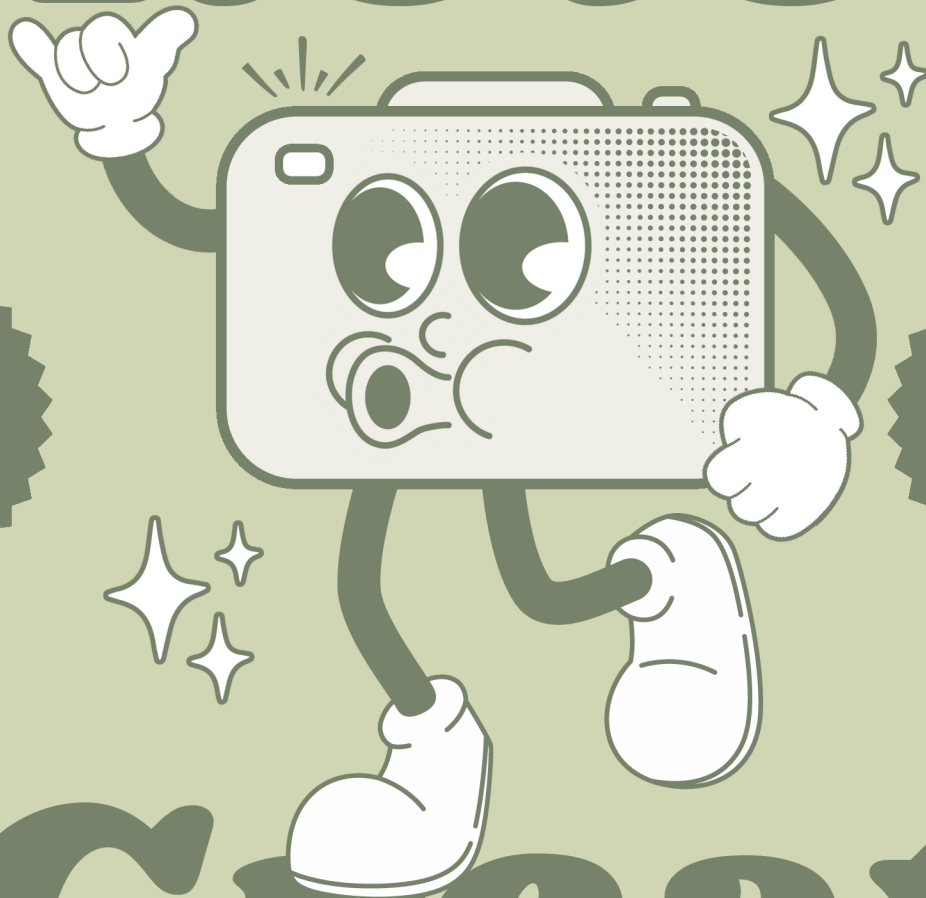


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# Good Photos



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OFF!**  
YOUR FIRST  
PHOTOSHOOT

**BOOK  
WITH US  
TODAY!**

# Great Vibes



# BOTTOM LINE ACCOUNTING



Ingrid Escalante (right), a proud Latina from Guatemala, holds the distinction of being the first in her family to graduate from college, earning a bachelor's degree.

In 2013, she took a significant step by establishing her accounting firm, Bottom Line Accounting. Specializing in serving small-to-midsize businesses in the community, Ingrid has become a notable figure in the local business landscape.

Her impact extends beyond the realms of her firm, particularly during the financial literacy sessions she conducts through the Unity Council and ACLCC. Ingrid firmly believes in the transformative power of guidance and robust community support, fostering a conviction that anyone can thrive with the right assistance. Her journey exemplifies both personal achievement and a commitment to empowering others within her community.

With over 11 years of experience call Ingrid today to have her review your business financials or if you are in need of Catch-up accounting.



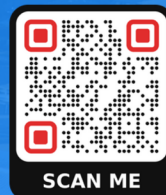
[WWW.BOTTOMLINEAC.COM](http://WWW.BOTTOMLINEAC.COM) | [INGRID@BOTTOMLINEAC.COM](mailto:INGRID@BOTTOMLINEAC.COM) | [@BOTTOMLINE.ACCOUNTING](https://www.instagram.com/BOTTOMLINE.ACCOUNTING) | 16796 FOOTHILL BLVD | (510) 600-1300

# RANK #1 ON Google

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NEWS POWERED MARKETING

If you're struggling to attract new leads for your business, contact City Scoop, the experts located in San Leandro, and start your path to achieving a top ranking on Google.



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## pinx

CATERING & EVENTS

Our catering crew is like a culinary dream team, mixing mouthwatering skills with a sprinkle of personal touch and a dash of perfection!

Our talented chefs whip up irresistible dishes, all while our spirited sales squad helps you plan the party of the year.

Behind the scenes, our logistics wizards ensure everything runs smoother than butter, while our decoration gurus turn venues into jaw-dropping wonderlands.

Together, we're on a mission to make your event unforgettable!

**Book Your  
Corporate Event  
Today and Get a  
Free Tasting!**

# SAN LEANDRO CHAMBER OF COMMERCE

CATALYST, CONVENER & CHAMPION



## WHO WE ARE

Since 1923, the San Leandro Chamber of Commerce has been the driving force behind the city's business community. With a century of advocating for entrepreneurship and economic prosperity, we connect, support, and champion businesses across industries to foster innovation and growth.

## OUR MISSION

To advocate, educate, and connect businesses in San Leandro, cultivating a vibrant and forward-thinking business environment

## OUR CORE VALUES

- **Integrity:** Honesty, transparency, and ethical behavior
- **Respect:** Embracing diversity and valuing all perspectives
- **Innovation:** Fostering creativity and continuous growth
- **Collaboration:** Building partnerships with open communication

## OUR WORK

The Chamber of Commerce proudly represents a dynamic network of over 400 members, encompassing more than 16,000 employees. Together, we collaborate with a wide range of partners to:

- Advocate for policies that promote business growth and economic sustainability
- Drive workforce development through education and skills training
- Promote public safety and quality of life
- Encourage diversity and inclusivity in business
- Ensure good governance



**EMILY GRIEGO**  
President & CEO



**GUADALUPE GONZALEZ**  
Member Services Program Manager



**SOFIA GONZALEZ**  
Administrative Assistant

**JOIN TODAY!**  
**400+**  
**MEMBERS**

## TOP 5 REASONS TO JOIN US

1. Boost your Business Visibility
2. Increase your Visibility and Trust
3. Ensure your Business Concerns are Represented
4. Make Connections for Referrals, Partnerships, & Collaborations
5. Gain Access to Resources Tailored to Business Needs

# WHAT IS THE CHAMBER OF COMMERCE?

## Five Reasons a Chamber of Commerce is vital to a community

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*A Chamber of Commerce is more than a business organization; it is a vital link that helps local businesses thrive, which in turn strengthens the entire community. When local businesses thrive, they create jobs, invest in the community, and provide services that improve quality of life for all residents.*

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## HERE IS WHY THEY MATTER

### 1. Catalytic Leadership for Economic Growth

Chambers provide the framework for businesses to gain invaluable resources, connections and visibility through their chamber membership creating opportunities that allow businesses to not only cope with challenges but adapt and thrive in an ever-changing marketplace. For example, the SLCC hosts job fairs to help local businesses hire residents, enabling San Leandro to become a place to live and work.

### 2. Hosting Quality Programming

From professional development programs to networking events that grow connections to marketing that drives customer engagement, Chambers offer programming designed to meet the immediate and long-term needs of businesses.

The SLCC's combined social media marketing program highlights our members, engages with 5000+ followers and garners close to 100,000 impressions.

### 3. Convener of Leaders & Influencers

Chambers bring together stakeholders from various sectors, fostering collaboration to discuss issues, solve problems, build relationships, and celebrate successes that strengthen the entire community. Recently the SLCC met with business leaders and city officials to share ideas and feedback to create a safer environment for all.

### 4. Business Advocacy

Chambers advocate for policies that foster a business-friendly environment, ensuring local businesses have a voice at every level of government. They tackle issues that directly and indirectly tie back to business interests. The SLCC held member feedback sessions and conducted surveys to learn more about doing business in San Leandro, influencing the city's recently updated economic strategy plan.

### 5. Building Thriving Communities

A thriving community begins with thriving businesses. Chambers understand this symbiosis and champion the work necessary to ensure that businesses and communities succeed together. The Chamber led Restaurant Week, invites visitors, and boosts sales for participating businesses—it also creates a vibrant cultural experience that brings people together and strengthens the ties between businesses and residents.

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For over a century, Your **San Leandro Chamber of Commerce** has served as a trusted partner to businesses in San Leandro. Your local chamber of commerce works year-round to create opportunities and ensure success for businesses and residents alike. We are committed to being a **Catalyst** in moving business forward, a **Convener** of leaders and influencers of our community, and a **Champion** of the ideas, developments, and initiatives for the future of San Leandro.

Whether you are a business owner, resident, or community leader, the SLCC invites you to join us in building a thriving San Leandro.

**Written by: The San Leandro Chamber of Commerce**



### **DC Dance Center:**

*Where Joy Meets Movement*

**Under New Ownership by Tiana Hughey!**  
Experience a fresh vision and renewed energy  
as we bring the joy of movement to life!

### **Classes for All Ages**

Starting at just 2.5 years old, we offer  
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- Ballet
- Preschool Dance
- Tiny Tot Classes
- Hip-Hop
- Tumbling
- And more!

### **Our Mission**

To inspire the joy of movement in a dynamic,  
fun, and supportive community.

### **Special Offer: First Class Free!**

New students are invited to experience the  
magic of dance with their first class at no cost.

***Sign up today and join us on  
this exciting new journey!***

For more information or to enroll, contact us  
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**San Leandro**

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## **Public Works**

*(Street Potholes/Traffic Lights)*

510-577-3440

## **Senior Services**

510-577-3462

## **Police**

*(Non-emergency)*

510-577-2740

## **Library**

510-577-3970



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**FAQs and Compliance Contacts:**  
[SanLeandro.org/ReportAConcern](http://SanLeandro.org/ReportAConcern)





# PROMOTE YOUR BUSINESS HERE!

DO YOU WANT TO BE FEATURED  
IN THE NEXT ISSUE OF  
***TASTE + SEE MAGAZINE?***

## **ALL IT TAKES IS 3 EASY STEPS!**

**Step 1:** Email us at: [hello@lemonadmedia.com](mailto:hello@lemonadmedia.com)  
and put Taste + See in the Subject Line.

**Step 2:** Tell us whether you want a half-page,  
full-page, or 2 pages.

**Step 3:** Schedule your photoshoot!

*"Being featured in Taste + See Magazine has been extremely rewarding. Not only is Eddie a wonderful photographer, but he is also very dedicated to our local community. Since my past features, I've gained new customers who found us directly through the magazine. I'm so grateful for Eddie's support of local businesses."*

*- Cathy Gabel, Blindwood Cider*

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