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Hollie's Homegrown prides itself on offering local artisan products

By Vera Kochan



Hollie's Homegrown offers a wide variety of Lamorinda-made items. Photo Vera Kochan

in addition to her family's Lucas & Lewellen Estate Wines (LLwine.com).

Body products include bath salts, handmade soap, fragrance roll-ons, body scrubs, essential oils and healing salves. "I grow most of the herbs that go into my products," Lucas-Alcalay said. "The rest I get from relationships that I've made through the farmers' markets."

The shop also sells aprons, coasters, wine glasses, appetizer/party crockery, candles, jewelry and even doggie treats. "I sell items from 26 local artisans, and 23 of them are from Lamorinda," Lucas-Alcalay explained. "We're very careful about who we allow to join us in the store. Some are first-time producers, and most of them are women. It's so important to support local businesses, and local business profits go back to the community."

Hollie's Homegrown doesn't have a huge marketing budget, and relies on word of mouth, "but I enjoy giving business advice to first-time craftspeople," Lucas-Alcalay said. To that end, she has begun to offer "classes" in-store with a varying range of participatory activities. Rosé All Day involves wine sampling, wine education and food pairing to go with it, and she offers classes in making seasoning salts using her herbs, lessons in herb-infused olive oil and vinegars and instruction in making bath and body products. She also invites other artisans to give classes in things like watercolor art or glass-making.

Hollie's Homegrown's latest event is a monthly California High Tea held every last Sunday of the month. After living in England for two years, Lucas-Alcalay, who's a tea drinker, enjoyed the tradition. Serving sweets and savories made by local bakers and caterers, she calls it "California" as opposed to "English" in order to give a nod to her California/Lamorinda sources.

Hollie's Homegrown is located at 998 Moraga Rd., Lafayette. For more information visit: www.Hollieshomegrown.com or call (925) 385-0732.

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