



2nd Quarter 2011
"VISTA L.A." MAGAZINE SHOW

Show: VISTA 0910 ABC7 "Vista L.A." Magazine show
Air Date: April 17, 2011
Time: 11:30 A.M.
Length: 30 minutes
Origin: Local
Type: P/A and Informational

SUMMARY:

PORTO'S BAKERY (Portos Family)

Vista L.A. visited "Porto's Bakery" in Downey, a family owned-and-operated business since 1971. Owners Raul and Betty Porto gave "Vista" a tour of their newest bakery. Few businesses have a following and reputation as wonderful as Porto's— customers come from all over Southern California for a taste of their delicious pastries. We talk to longtime employee and family friend Tony Salazar, as well as loyal customers Desi Reyes, Alexandra Hinks and Ivan Sanchez about what makes this bakery so special.

GAVIÑA COFFEE (Gavina Family)

Vista L.A. profiles an entrepreneurial family from Cuba—The Gavina family, they own and operate "F. Gavina and Sons." Beginning with President and Co-Owner Pedro Gavina, who spoke to "Vista" about how the family was able to continue this family business from Cuba to the U.S., plus where the coffee comes from. Then we spoke with Co-Owner Leonor Gavina, who runs Sales and Marketing. She spoke to us about what it takes to run a successful business, as well as, how they select quality coffee. Michael Gavina, Purchasing Manager, explained what a cue grader does and what "cupping" signifies. "Vista" also interviewed Ron Piazza, McDonalds Operator, about the positive impact "F. Gavina and Sons" has had on thousands of Southern California McDonalds.

SOLE SISTERS

Aldabella Scarpa, which means beautiful shoes in Italian, is a children's shoe boutique in Covina. The company, which started in 2007, is run by sisters Ann Marie Smith and Monica Gonzales. Their history in the shoe trade stems back generations, beginning with their great -grandfather who patented the steel-toed shoes for miners. The family believes creating beautiful shoes is in their blood. Ann Marie and Monica design all of the shoes and each pair has a unique story behind its creation. Aldabella shoes are now available in hundreds of stores across the country, but these sole sisters say their true success and cornerstone of their business is giving back to the community. For every pair of shoes purchased at the boutique, they will match and give a pair of shoes to underserved children in the surrounding areas.

JIMENEZ BROTHERS

"Seta" is a new restaurant in Uptown, Whittier, a neighborhood located south-east of downtown, Los Angeles. It's one of a handful of new businesses that have recently opened in the area, creating a synergy and vibe similar to that of West L.A., but each adding its distinct touch to fine-dining. This new eatery "Seta" offers a blend of old town charm and modern cuisine. Owners and brothers; Javier and

Jeen Jimenez talk to Eye on L.A. about their new business venture. General Manager Aricia Alvarado gave us a tour of “Seta,” while Executive Chef Hugo Molina served-up his Asian-Spanish influenced dishes.

FRIJOLITOS

In the last few years, Spanish-language inspired products have become a growing trend. Some say it is because of the popularity of carton like “Dora the Explorer” or “Go Diego Go.” Vista L.A. talk to one local family, from the city of Montebello, The Barrios Family about their bilingual product company called “Frijolitos.” The Barrios family saw a need and decided to create bilingual educational books paired with colorful plush toys. The set of books embrace Latino culture, language and history. It’s a family owned-and-operated business with Martha Barrios serving as CEO, her son Christopher Barrios is the Creative Director and daughter Teresa Barrios is the Vice-President of Sales. ‘Frijolitos’ books and products have been well-received in the Los Angeles community, selling at various boutiques, such as “Casita Del Pueblo.” Yolanda Garcia, owner of *Casita Del Pueblo*, expressed her excitement for the ‘Frijolitos’ books.

HOSTS:

Jovana Lara; ABC7 Anchor/Reporter, Danny Romero; ABC7 Weather forecaster

GUESTS:

Raul Porto; Portos Bakery Co-Owner, Betty Porto; Portos Bakery Co-Owner, Tony Salazar; Portos Bakery Employee, Desi Reyes; Portos Bakery Customer, Alexandra Hinks; Portos Bakery Customer, Ivan Sanchez; Portos Bakery Customer, Pedro Gavina; F. Gavina and Sons/Co-Owner, Leonor Gavina; F. Gavina and Sons/Co-Owner, Michael Gavina; F. Gavina and Sons/Purchasing Manager, Ron Piazza; McDonalds Operator, Ann Marie Smith; Aldabella Scarpa/Co-Owner, Monica Gonzales; Aldabella Scarpa/Co -Owner, Javier Jimenez; Seta Restaurant/Co-Owner, Jeen Jimenez; Seta Restaurant/Co-Owner, Aricia Alvarado; Seta Restaurant/General Manager, Hugo Molina; Seta Restaurant/Executive Chef, Martha Barrios; Frijolitos/CEO, Christopher Barrios; Frijolitos/Creative Director, Teresa Barrios; Frijolitos/Vice-President.