



THE ALLIANCE FOR
COMMUNITY DEVELOPMENT

OAKLAND SMALL BUSINESS DIRECTORY





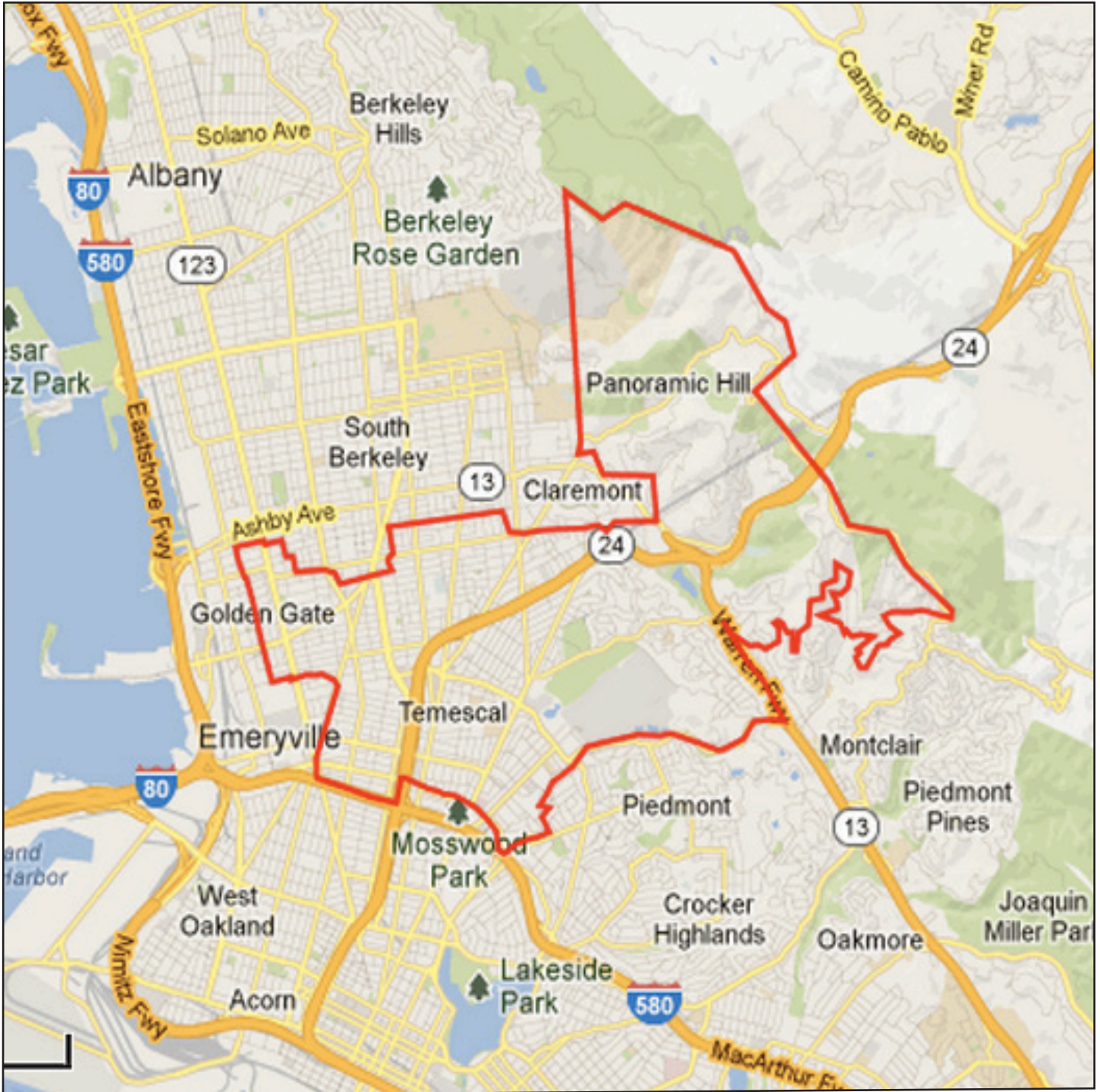
THE **ALLIANCE** FOR
COMMUNITY DEVELOPMENT

The Alliance for Community Development is a Bay Area 501(c)(3) not-for-profit organization dedicated to increasing access to capital and support for local, underrepresented entrepreneurs including but not limited to women, people of color, immigrants, people with disabilities, and veterans.

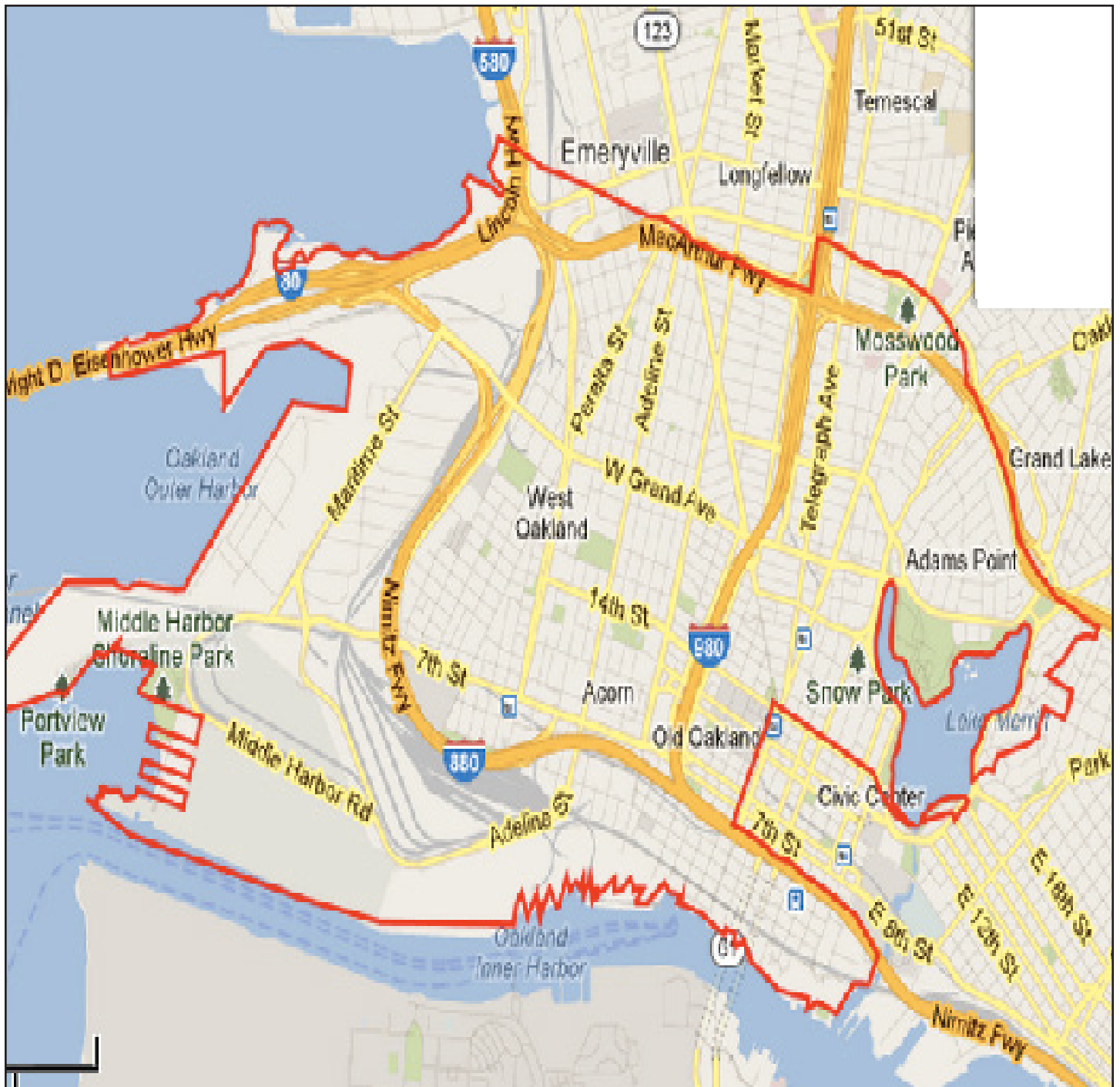
In 2021, the Alliance engaged in more place-based programmatic work than any previous year. Taking our existing program model and applying it to one focused area at a time was an overwhelmingly positive experience that will help guide our future work. In the spirit of place, we created this directory to showcase a sampling of the incredible entrepreneurs operating out of Oakland's distinct neighborhoods. We want to give a special thanks to our Summer Youth Coro Fellows, Astrid Utting and Sydney Zeng, for creating the first iteration of this guide.

Putting together this directory was a labor of love, and we are proud that it is hyper-local, place-based, and features entrepreneurs that we've worked closely with. We hope that you'll enjoy learning about some of Oakland's small businesses, and that you'll support them by making a purchase.

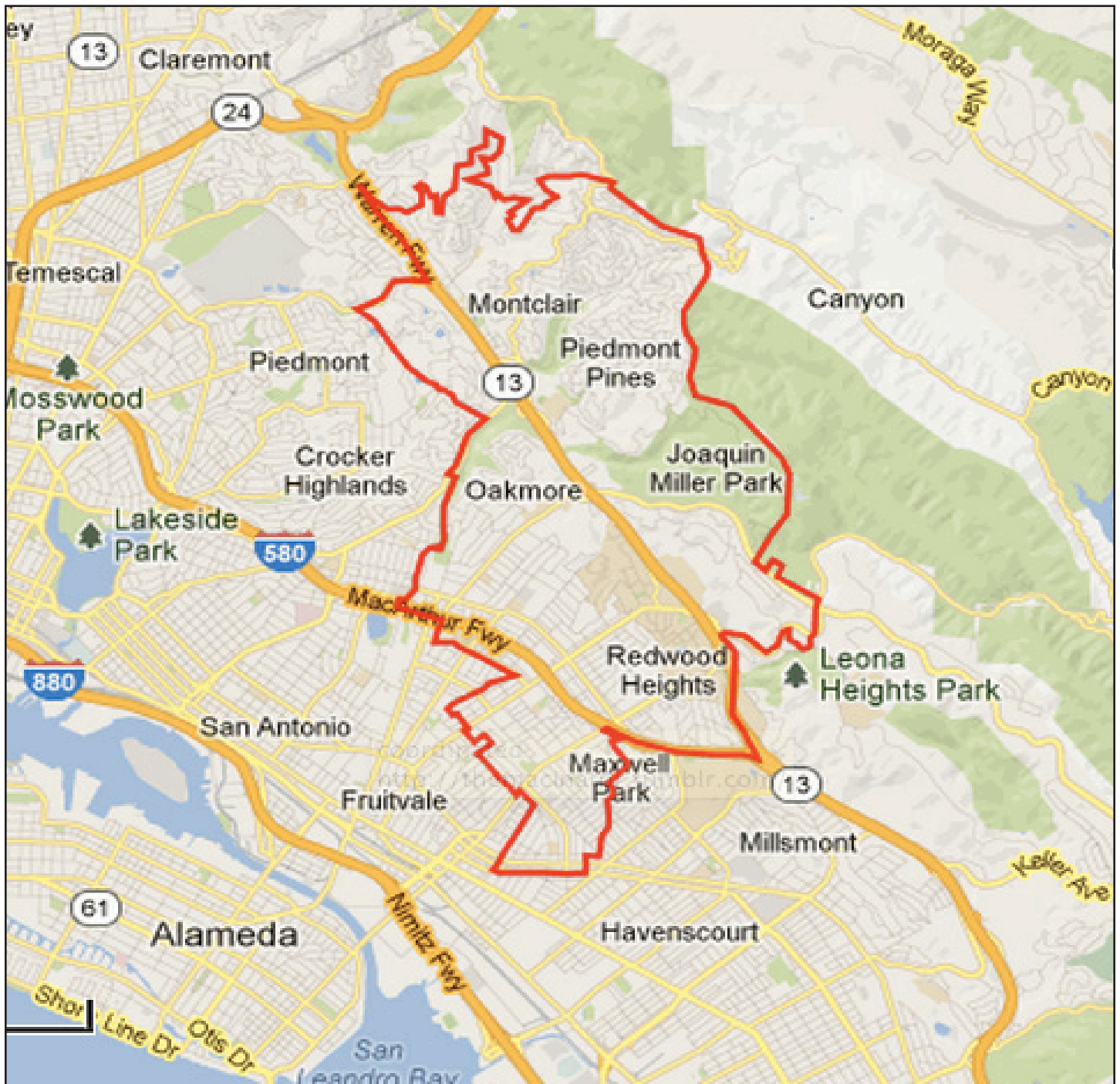
DISTRICT ONE



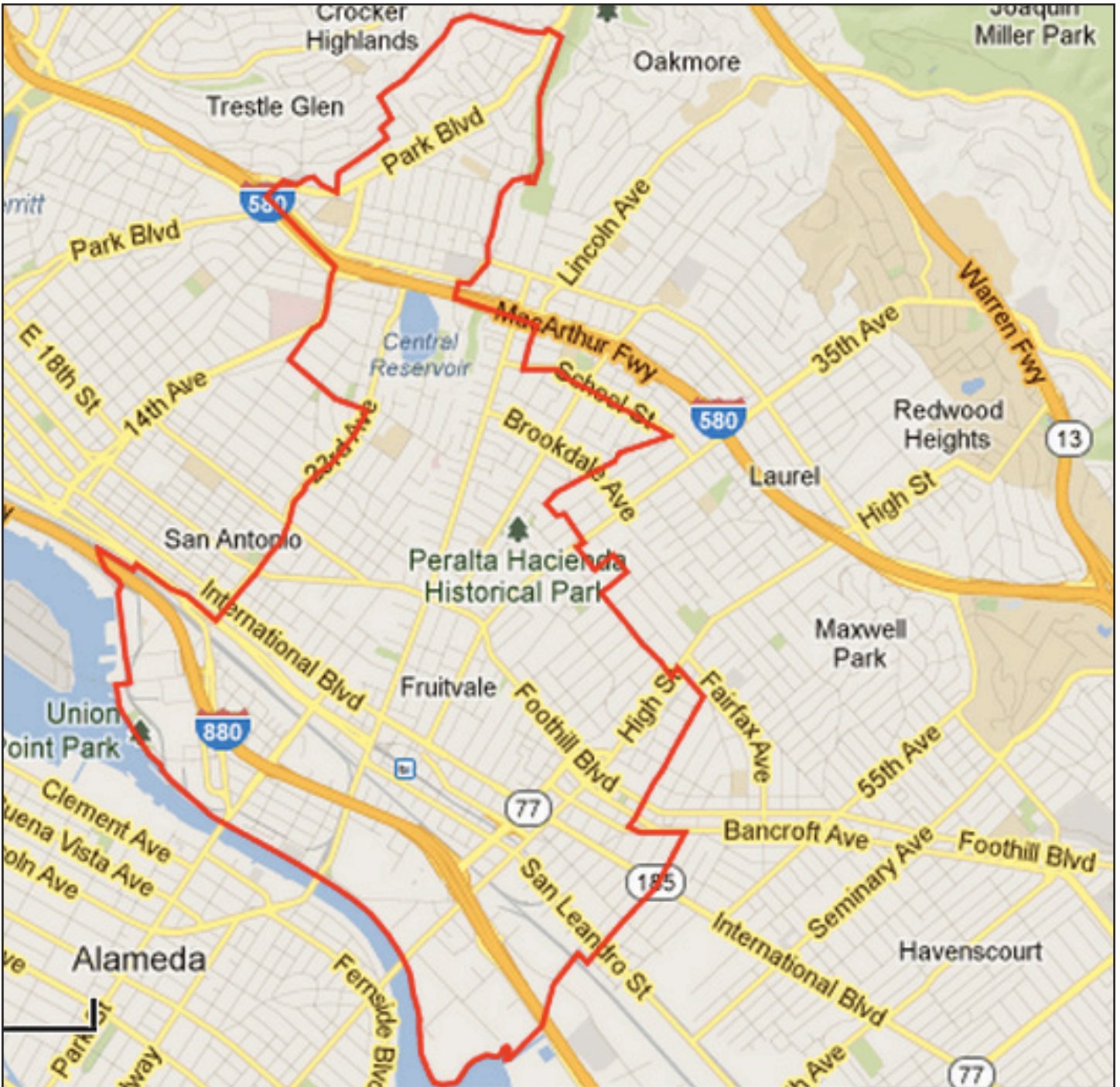
DISTRICT THREE



DISTRICT FOUR



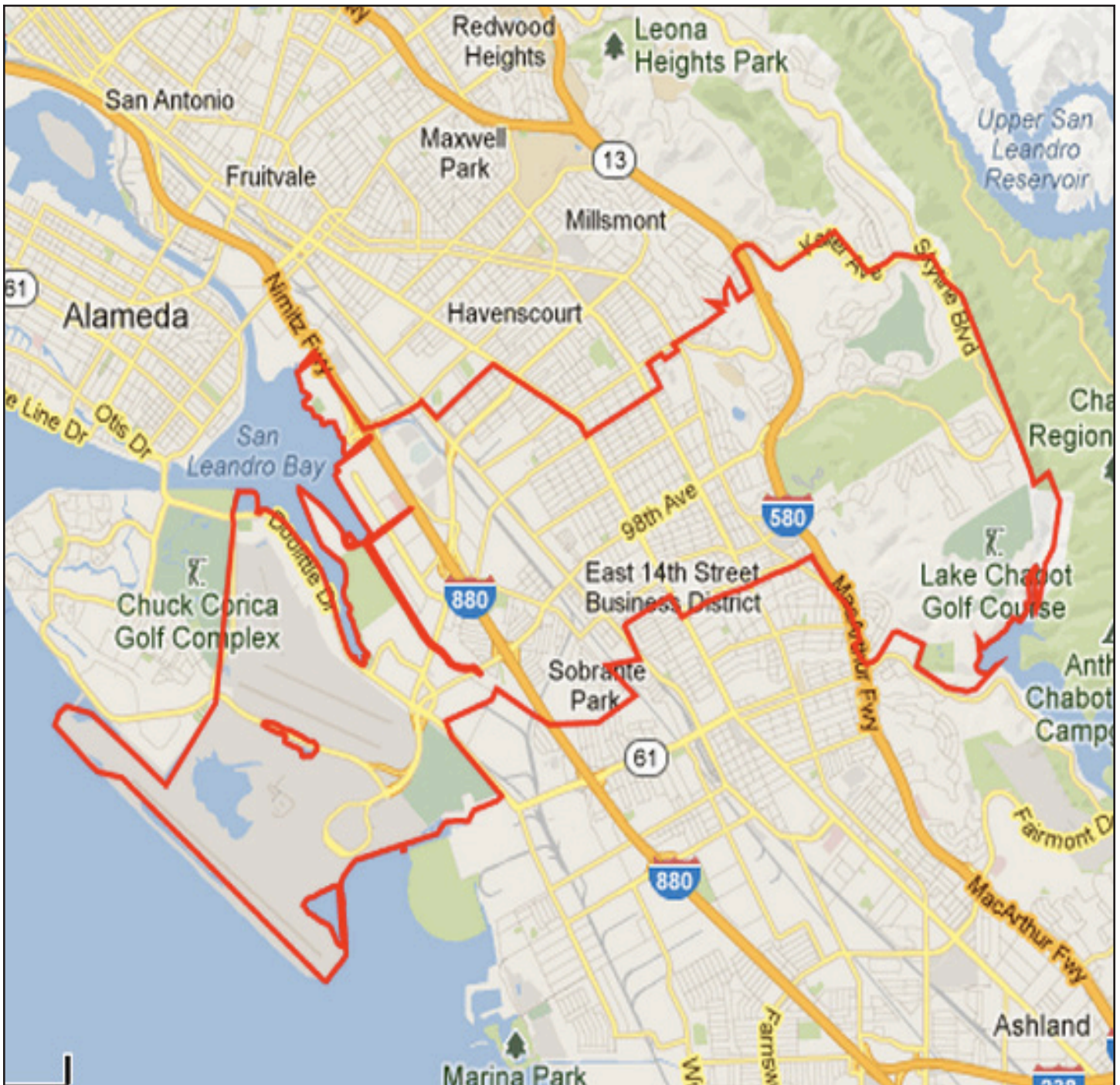
DISTRICT FIVE



DISTRICT SIX



DISTRICT SEVEN





Ayaba Wines is a collection of elite wines focused on celebrating and uplifting women of color. With three select wines ranging from big and bold reds to soft and floral whites and rosé, customers should try either Amina, Nefertiti, or Mekeda. Whether you get one bottle or all of them, customers should know that each of the small batch premium wines are made with love, positivity and good vibes. Stay up to date with Ayaba Wines on Instagram!

AYABA WINES

Food & Drink

Ayaba Wines gives women of color a fun and tasty alternative to hard liquor and boring wines by providing delicious craft sangrias.

Business Type: Business-to-Customer

District: 6

Neighborhood: Toler Heights

Location: 2650 Cherokee Ave. Oakland, CA 94605

Website: www.ayabawines.com

Email: info@ayabawines.com

Social Media: @ayabawines on Instagram

✿ POC SBN Participant





Cocina del Corazón is an Oakland born and raised social justice enterprise with a mission to feed Oakland residents in need. With first generation Chicano founders, Cocina del Corazón relies upon familial Mexican recipes to develop authentic and seasonal menus. Last year, they pivoted their sustainable catering business to better serve Oakland's community in the midst of the COVID-19 pandemic. Customers can help support their community meal efforts by booking Cocina del Corazón for corporate catering events. Stay up to date with them on social media!

COCINA DEL CORAZÓN

Food & Drink

Latinx-owned, Oakland-raised sustainable food company. Crafting locally sourced Mexican-Californio cuisine for community members in need.

Business Type: Business-to-Business, Corporate Caterer

District: 6

Neighborhood: Eastmont Hills

Location: Dependent on Customer

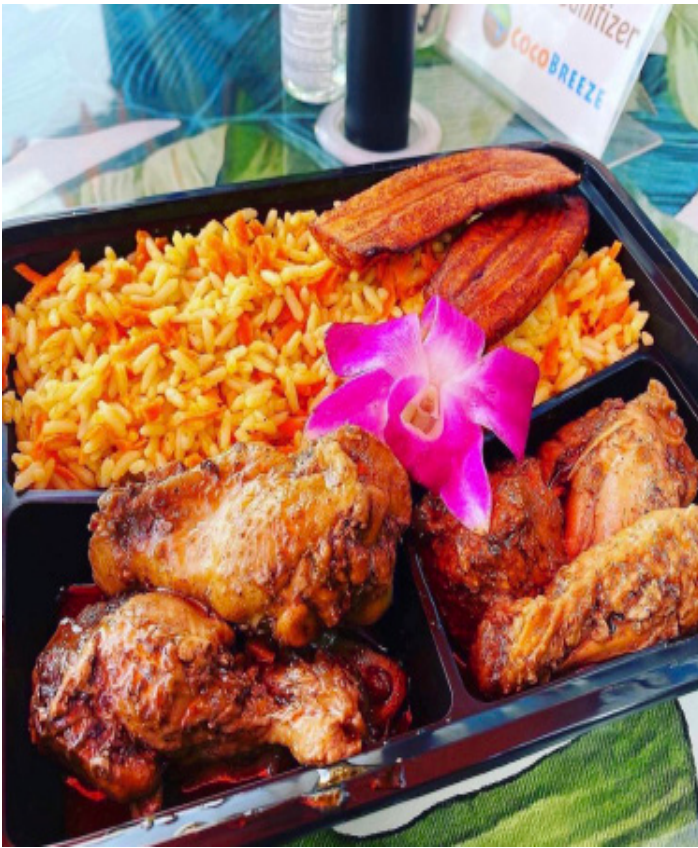
Website: www.cocinadelcorazon.com

Email: cocinadelcorazonoakland@gmail.com

Social Media: @cocinadelcorazonoakland on Instagram & Facebook

🌿 POC SBN Participant





Cocobreeze is an authentic Caribbean restaurant that offers catering services as well as vegan bakery bites and desserts in Oakland. They utilize traditional ingredients and spices directly from Trinidad and Tobago as well as traditional preparation techniques to provide diners with authentic Caribbean flavor. They have both a line of fresh juices that feature high-nutrient superfoods and adaptogens and an extensive allergen-free vegan and gluten-free menu. They're working to create brand awareness to educate their customers about the culture and cuisine of the Caribbean.

COCOBREEZE

Food & Drink

Authentic Caribbean restaurant and bakery serving Caribbean cuisine, high nutrient superfoods and adaptogens.

Business Type: Brick and Mortar Restaurant, Pop-up, Caterer, E-Commerce

District: 5

Neighborhood: Jefferson

Location: 2370 High Street, Oakland CA, 94601

Website: www.cocobreeze.co

Email: Biz@cocobreeze.co

Social Media: @cocobreezeco on Instagram & Facebook





El Huarache Azteca serves authentic home-made cuisine in a family environment. With fresh, flavorful, bold and satisfying flavors, they invite people to come and enjoy the homemade recipes they bring from their country and hearts. Customers should know that they put so much love and effort into their family run business and want to show you what real Mexico City food is while also letting you admire their beautiful murals.

Check out the murals on their walls that depict the before and after conquest of what we now know as Mexico City!

EL HUARACHE AZTECA

Food & Drink

With over two decades at their current location, El Huarache Azteca is a Bay Area staple serving authentic Mexico City cuisine.

Business Type: Brick-and-Mortar
Restaurant

District: 5

Neighborhood: Fruitvale

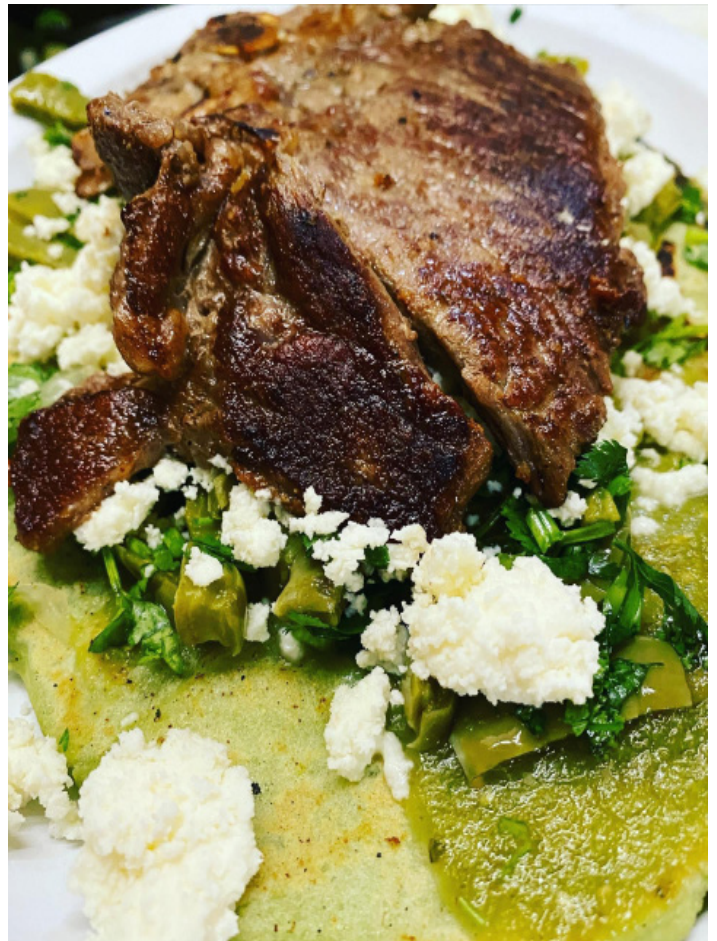
Location: 3843 International Blvd, Oakland
CA, 94601

Website: www.elhuaracheaztec.com

Email: Elhuaracheazteca@yahoo.com

Social Media: [@elhuaracheazteca_1](https://www.instagram.com/elhuaracheazteca_1) on Instagram & [@huaracheazteca1](https://www.facebook.com/huaracheazteca1) on Facebook

🌸 POC SBN Participant





Hella Juiced believes fresh food can be fast food. They've made it a mission to help others change the way nutrition is seen while remaining true to their Oakland roots, by bringing fresh organic juices that are actually fire.

Check out their offerings below and find them at Lake Merritt on weekends!

HELLA JUICED

Food & Drink

An Oakland-based cold pressed juice delivery business.

Business Type: Business-to-Customer Pop-Up

District: 4

Neighborhood: Maxwell Park

Location: Dependent on Customer

Website: www.hellajuiced510.com

Email: Hellajuiced510@gmail.com

Social Media: @hellajuiced510 on Instagram

 POC SBN Participant

Hella Juiced 510
THE LIST

<i>Hella Purp</i>	<i>Hella Fresh</i>	<i>Hella Bright</i>
Blueberries, plums, purple carrots, beets, chard, purple dandelion, lemon, and ginger.	Apples, pears, kale, spinach, cucumbers, celery, dandelion root, wheat grass, lemon and ginger.	White and orange carrots, gold beets, apples, turmeric, ginger, lemon.
16oz/\$10 32oz/\$15	16oz/\$10 32oz/\$15	16oz/\$10 32oz/\$15
<i>The Kitchen Sink or Custom Blend</i>	<i>Hella Apples</i>	<i>Add Ons</i>
Juice Dealer or Customer's choice (Up to 5 fruits/vegetables)	Apples, pears, ginger, and or mint.	Maca Powder/ +.50 Spirulina Powder/ +.50 Liquid Chlorophyll/ +.50 (COMING SOON) Seamoss/ + \$1
32oz/\$16	16oz/\$10 32oz/\$15	



Oaklandia Cafe is about challenging the social norm and creating a space of belonging through food inclusivity. By using the skills and talents of its owners, they are creating a new wave of Black and Brown owned cafes in order to build a foundation for cultivating generational wealth. Their goal is to eventually partner with the community to create more opportunities for other female entrepreneurs of color. Customers should know of Oaklandia Cafe's strong belief in the power of fresh, high-quality food. They're happy to be a part of the Oakland community and look forward to being around for years to come.

Visit the cafe in person and find them on Instagram for updates!

OAKLANDIA CAFE

Food & Drink

Owned by a 4th generation Oaklander, Oaklandia Cafe embodies the pursuit of fresh high quality food. Latin, Asian, and Black influences are celebrated in the flavor of all the menu offerings.

Business Type: Brick and Mortar
Restaurant

District: 3

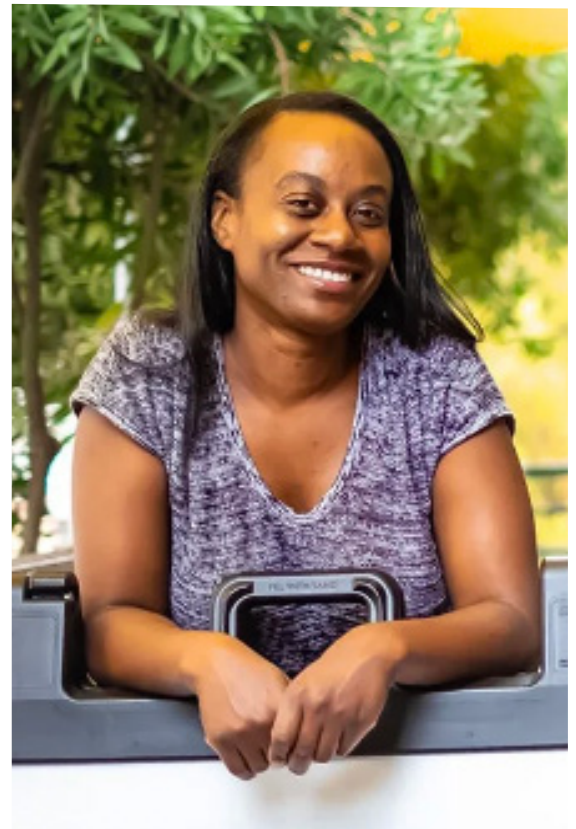
Neighborhood: Pill Hill

Location: 371 30th St. Suite C100, Oakland CA, 94609

Website: www.oaklandiacafe.com

Email: oaklandiacafe@gmail.com

Social Media: @oaklandiacafe on Instagram





Pound Bizness has expanded from a home-based business to being featured at various Bay Area farmer's markets, in local wine lounges and restaurants, and at special events around Oakland. They offer local pick-up and nationwide shipping. Their pound cakes connect communities and families one slice at a time, which makes them great additions to family gatherings, team meetings, organization events, church fundraisers or simply "just because."

Customers should know how important giving back to the community is to Pound Bizness' founders. They take pride in being able to donate slices and extend scholarships to young entrepreneurs.

POUND BIZNESS

Food & Drink

Specializing in Bundt Cakes available in whole, half and slice sizes

Business Type: Pop-up

District: 3

Neighborhood: McClymonds

Location: Pop-ups at Akoma Market at Lib-eration Park (1st & 3rd Sundays each month) and Grand Lake Farmers Market Splash Pad (every Saturday each month)

Website: www.poundbizness.com

Email: Info@poundbizness.com

Social Media: @poundbizness on Instagram & Facebook



POC SBN Participant



Wanda's Cooking is a food pop-up that creates an intimate series of curated restaurant experiences based on Southern cuisine with an updated flair. Additionally, Wanda sells salt-less Creole seasoning and a variety of Pepper ChowChows, which are a Southern pickled relish that range from sweet, to mild, to hot. Her Pepper Chowchow has been featured in Buzzfeed, EaterSF, and Bon Appetit. Wanda's pop-up restaurants serve as a way for her to take people on food adventures and connect with the community. Through heating her takeout meals up at home, she hopes her cooking can be at the forefront of people's family dinners and celebrations.

WANDA'S COOKING

Food & Drink

E-commerce food business shipping conditions and spices nationally. Pop Up events celebrating company products, seasonal items and the diverse culture of the Bay Area.

Business Type: Pop-up
Location: Locations vary
District: 6
Neighborhood: Frick

Website: www.wandascooking.com
Email: info@wandascooking.com
Social Media: @wandas-cooking on Instagram & @wandascooking on Facebook



✿ POC SBN Participant



Born out of necessity, along with tradition and love for her family, shop owner Guadalupe Garcia opened La Nieta de Pancho. As someone who is extremely connected to her community, she feels that it's important that she open an accessible and affordable shop in her community for people to visit and connect with.

She wants new customers to know that the shop sells loose spices and flowers to your liking. It is something that has always reminded her of her parents and of home and she would like to provide that same feeling of remembrance to others.

LA NIETA DE PANCHO

Retail

Family-owned business that has everything from jamaica and tamarindo to women's shoes.

Business Type: Brick and Mortar
Storefront

District: 5

Neighborhood: Fruitvale

Location: 3300 International Blvd.,
Oakland, CA 94601

Website: N/A

Email: diego74lagos@gmail.com

Social Media: N/A

🌸 POC SBN Participant





Bandung Books is a nonprofit, community-run, third world bookstore, offering a selection of new and used books centered on social justice, movements for liberation, POC history, ethnic studies, and sociology. They aim to promote cultural literacy through their wide range of books and events, such as spoken word poetry readings. Bandung Books hopes to offer a community space for people to educate themselves and build relationships. Customers should know that Bandung Books takes both used book and used vinyl donations, they are a volunteer-run bookstore, and they have free coffee and free books outside!

BANDUNG BOOKS

Retail

Opened in 2018, Bandung Books is a project of the EastSide Arts Alliance, dedicated to serving the people in East Oakland through books and community. We specialize in used and new books by Third World authors.

Business Type: Brick and Mortar Storefront and Pop-up
District: 5
Neighborhood: San Antonio
Location: 2289 International Blvd, Oakland, CA, 94606 and Akoma Market at Liberation Park



Website: www.eastsideartsalliance.org/bandungbooks
Email: bandungbooks@gmail.com
Social Media: @bandungbooks on Instagram

 POC SBN Participant



Oakland native Xenia St. Charles was searching for a relief to personal skin ailments but found no solutions that didn't irritate her skin or smell like someone's medicine cabinet. That led her on a journey to develop skincare products that not only remedied skin irritations but smelled wonderful too. Thus, in May 2019, BRASH was founded as a skincare line that makes customers "look, feel and smell as fly as they are!" With over 20 scents to choose from for skincare, haircare, and space care, there's plenty of options to choose from and indulge in.

New customers should know that Xenia created the company to heal herself and her family. There is love and intention in every single recipe.

BRASH

Health & Wellness

A natural skincare and wellness line focused on providing affordable, luxury, vegan products!

Business Type: E-Commerce, Pop-up, Business-to-Customer, and Business-to-Business

District: 6

Neighborhood: Brookfield

Location: Location varies

Website: www.sobrash.com

Email: hello@sobrash.com

Social Media: @sobrash on Instagram and Facebook

⚡ Featured Entrepreneur





Having had a personal problem with hirsutism, which is a symptom of PCOS (Polycystic Ovarian Syndrome) where women grow excessive male pattern hair, Founder Jasmine Nelson created a solution for herself and through her findings she has been able to help others. Thus, Umber is made by women who can relate to their customers. They have the same struggles and are able to be transparent—by providing not only products, but tips and methods to make life with excessive hair easier. Umber is committed to keeping their solutions affordable, pain-free, and easy to use. All delivered directly to your door.

UMBER BY J.LENAY

Retail

Umber provides an effective hair reducing solution for our users. We are committed to only using all-natural quality ingredients for achieving desired results. Changing unwanted hair growth for EVERY WOMAN.

Business Type: E-Commerce

District: 7

Neighborhood: Sequoyah

Location: N/A

Website: www.umberjlenay.com

Email: umberjlenay@gmail.com

Social Media: @umberjlenay on nstagram & Facebook





Funki Shui is a design and lifestyle business that blends the practices of Feng Shui and African traditions. It also teaches classes including a 16-week Funki Shui Practitioner Master Course. Additionally, spiritual products such as Love Tea, an alternative to alcohol, are sold. Funki Shui is passionate about creating peace and harmony in people's homes all while contributing to the community through healing work as well as the importance of continuing to share indigenous wisdom about how to live a healthy, holistic life.

FUNKI SHUI DESIGN

Professional Services

Funki Shui Soulfully Blends Feng Shui and African Healing Modalities. Founder Erin Alexander is a Certified Master Feng Shui Consultant and Teacher.

Business Type: Pop-up, E-Commerce, Business-to-Customer, Business-to-Business

District: 5

Neighborhood: Fruitvale

Location: Akoma Market at Liberation Park

Website: www.funkishui.com

Email: funkishui@gmail.com

Social Media: @funkishui on Instagram





In Nahuatl languages, Papalotl means “butterfly.” Generations of monarch butterflies migrate every year between the US/Canada and Michoacán, México where Principal and Founder, Nayeli Bernal, was born and grew up before immigrating to East Oakland.

Papalotl Consulting was created to center community voices in research and evaluation. They are a community-based research and evaluation consultancy with two decades of experience supporting social sector and community partners with program evaluation, strategic planning, and assessments of assets, needs, and capacity. Their work focuses on research and action efforts that center community wisdom, uplift the power of lived experience, and advance racial equity across a range of outcomes.

PAPALOTL CONSULTING

Professional Services

Research and evaluation consultancy for liberation

Business Type: Business-to-Business

District: 6

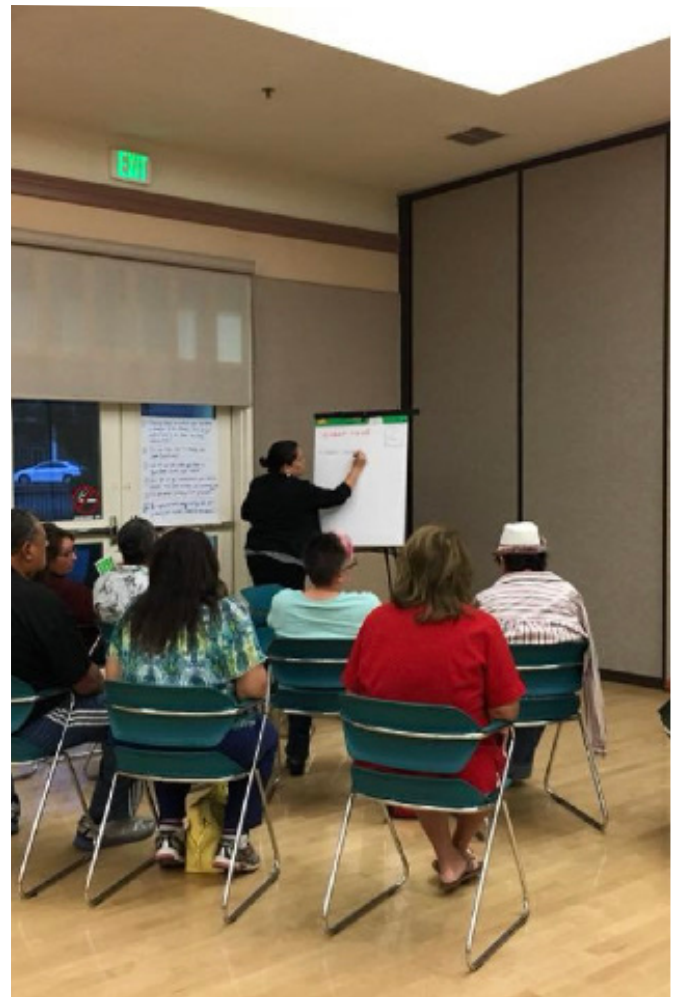
Neighborhood: Castlemont

Location: Remote/Virtual

Website: www.papalotlconsulting.com

Email: nayeli@papalotlconsulting.com

Social Media: N/A





Founded in 2007 as a graphic design and communications firm by Randolph Belle, a visual artist, RBA has evolved into a multi-purpose creative space with an art gallery, photography studio, and shared workspace for those in the creative economy. It hosts many community events with art, culture, and wellness at the forefront. RBA Creative is fostering connection in the Oakland community through art and entrepreneurship. Randolph's message to new customers is "Creativity is at the heart of everything we do and we're always seeking market based strategies to address community based challenges."

RBA CREATIVE

Professional Services

RBA Creative is a family-run communications firm focused on community engagement in real estate and municipal projects. Their offices in East Oakland serve as a co-working space for artists, photographers, and creative professionals.

Business Type: Physical Storefront
District: 4
Neighborhood: Laurel District
Location: 3718 MacArthur Boulevard, Oakland, CA 94619

Website: www.rbacreative.com
Email: randolph@rbacreative.com
Social Media: IG & Facebook @rbacreative @randolpheblle

⚡ Featured Entrepreneur





Created in 2017 with a mission to facilitate the installation of tiny homes in the Bay Area, Tiny Logic specializes in all the messy details of acquiring and installing detached Accessory Dwelling Units (ADU's) and Tiny Homes on Wheels. Their experience includes DIY tiny house construction, off-grid Tiny House Community Development and Operations, sales of prefab modular ADU's, site prep, and permitting for "sheds," Tiny Homes on Wheels, and ADU's.

With specialization in the laws, permitting paths, installation, and management of emerging housing ecosystems, they're working towards an over saturation of affordable future-ready housing.

TINY LOGIC

Professional Services

Tiny Logic is a Tiny House Consulting Firm that lands tiny homes on your property. Guided by the truth that housing can and should be inexpensive and accessible to all.

Business Type: Physical Storefront, Business-to-Customer, and Business-to-Business

District: 3

Neighborhood: Prescott

Location: 1778 10th Street, Oakland CA, 94607

Website: www.Tinylogic.ninja

Email: info@tinylogic.blog

Social Media: N/A

⚡ Featured Entrepreneur





Viscera came about as an accident of sorts, Founder and Creative Director Ari Takata-Vasquez recalls. She had a brick and mortar shop where she used her design background to create everything from products to packaging to space design. After the first year or two, people came in to inquire about who did the design work and the rest is history. Given that she can speak from the place of both designer and entrepreneur, she's able to offer an empathetic and holistic approach to building a brand. She and her team provide a unique perspective in creating tangible, tactical guidance and design to help a business grow.

VISCERA

Professional Services

An integrated visual design studio that works with businesses to build brands that emotionally resonate with their customers.

Business Type: Physical Storefront and Business-to-Business

District: 3

Neighborhood: Downtown

Location: 344 20th Street, Oakland CA, 94612

Website: www.viscerastudio.com

Email: studio@viscerastudio.com

Social Media: Instagram: [@viscerastudio](https://www.instagram.com/viscerastudio)



⚡ Featured Entrepreneur



Born out of a want for more freedom for herself and to support other travelers amidst a white-washed travel/ tourism culture, Founder Acacia Woods-Chan created Ethnic Ties. Originally, the company was built to provide tailored, authentic international travel curation based on the belief that everyone should be able to travel in comfort and confidence. However, as they navigate the unforeseen effects of COVID-19, they're pivoting to focus on local tourism in order to support local businesses and highlight the rich and diverse cultures here in the SF Bay Area.

ETHNIC TIES

Professional Services

A travel brand focused on supporting travelers of color with ethical, conscious and sustainable resources that prioritize culture, people and the planet

Business Type: E-Commerce and Pop-Up

District: 6

Neighborhood: Eastmont

Location: Locations vary

Website: www.ethnictiestravels.com

Email: acacia@ethnicties.org

Social Media: IG @ms.acacia travels/ @ethnic_ties/ FB: Ethnic Ties/ Youtube: ms. acacia travels

✿ POC SBN Participant

Join Us **FRUITVALE TACO TOUR**

Jul 10 / Aug 14 / Sep 11
OAKLAND, CA

Discover food and culture in the Fruitvale District of Oakland in a walking tour led by BIPOC.

BOOK A SPOT

**Thank you for
shopping with us!**



Program Overview

COVID-19 Navigation is a free program offered by the Alliance to Bay Area entrepreneurs, small business owners, nonprofits, and other community organizations. The purpose of this program is to demystify the COVID-related resources available to entrepreneurs and organizations, provide one-on-one guidance and technical assistance, and foster network connections within the ecosystem. Businesses can consider the Alliance's Navigation Team as a research team that will help them save time and energy during this stressful period.

What Makes Our COVID Navigation Unique?

- This is an entirely FREE program, including ongoing support!
 - Check-in frequency is determined by the entrepreneur, but we aim to have monthly check-ins at minimum.
 - We send reminders for time-sensitive grants for eligible entrepreneurs.
 - Entrepreneurs receive a personalized resource roadmap with monthly updates.
- Our sessions are entrepreneur-led:
 - Entrepreneurs tell us what they need, not the other way around.
- Entrepreneurs are supported as people, not just as business owners.
- Entrepreneurs can connect with other entrepreneurs who are willing to help and are readily available for mentorship and peer support.
- Personalized support is available for what entrepreneurs need-- whether it is a listening ear, resources, connections, or help organizing ideas.

Our Team



Naima McQueen



Melanie Nuni



Julia McCotter



Katherine Stubbs

We have a collective 20 years of experience supporting businesses, local economic development, information systems and marketing. Our team has supported entrepreneurs via resource connections, business model pivot assistance, networking, general problem solving, PPP application technical assistance, and emotional support.