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BY-THE-SLICE AND PIZZA TO GO



Gibran "Mr. Moto" Fernandez and his family take pizza to heart at their from-scratch pizzeria in Pacific Beach. A second location in North Park opens soon.

COURTESY PHOTO

Mr. Moto wins over fans' tastebuds as 'Best Gourmet Pizza' in San Diego

At Mr. Moto Pizza House, gourmet pizza is the real deal. The family-owned pizza maker took home the "San Diego's Best Gourmet Pizza" title at this year's San Diego Gourmet Pizza Fest, held Sept. 17 in Liberty Station in Point Loma.

Mr. Moto Pizza House, which has its flagship location in Pacific Beach and will soon open a second location in North Park, competed against more than 13 of San Diego's most popular pizzerias at the festival, winning with its unique specialty red pie, the Vodka Cream Supreme — featuring vodka sauce, raspberry chipotle sauce and sour cream.

Everything is made from scratch at Mr. Moto Pizza House, which maintains a menu of classic Italian fare with a modern twist, while also catering to health-conscious customers. Pizza offerings include specialty pies, build-your-own custom pies, vegan pies and gluten-free crusts, as well as exotic "drizzles" to complement the high-end toppings. In addition to New York-style pizza, diners can expect calzones, garlic knots, warm meatball subs, pasta,

salads and, of course, dessert.

The red brick exterior in Pacific Beach is reminiscent of a classic New York City vibe, while the lofty open windows and modern, mod-style décor provide a Southern California experience. The story of Mr. Moto, the quirky mustached character who lends his namesake to the establishment, can be seen on the walls.

Gourmet pizza examples include the Mama Moto Pizza, with burrata, cherry tomatoes, mascarpone, a blend of ricotta and Romano cheese, and a dash of truffle oil. Another favorite is the Mission Boulevard pie, which has artichokes, caramelized onions, garlic, marinara sauce, roasted tomatoes, Romano cheese and spinach.

Mr. Moto prides itself on providing variety in creative pizza toppings by displaying at least 20 types of pizza in its display case ready to serve by the slice, and it offers a "pizza of the month," created by the skilled team of bakers.

Mr. Moto Pizza House is at 4653 Mission Blvd. in Pacific Beach. For more information, call (858) 490-0501 or visit mrmotopizza.com.

CUSTOM-MADE DOCUMENTARY

Preserve your family's story on video

Your family's unique story is an invaluable historical treasure, but it can be a daunting task to set up and record your grandparent, parent or yourself telling that story.

Eternal Roots — Your Custom Documentary can take care of that in-depth process of interviewing, editing and production for you, providing the story in a quality, professional package. The video is produced and loaded into a wooden flash drive, then transcribed into a hardcover book that also includes photos.

Eternal Roots, owned by Tom and Nicole Ladegaard, offers a coupon to readers of the San Diego Union-Tribune: Contact them by Feb. 28, 2017, and mention this feature for 10 percent off any package price. Visit eternal-roots.com/ packages for pricing details. Contact Eternal Roots to reserve a date.

Tom Ladegaard, a litigation attorney with 13 years' experience taking depositions, started the company after his own experience a year ago. He interviewed his 96-year-old grandfather, recorded his life story, then shared the video with his extended family. During the editing process, Ladegaard realized he had a CD full of photos of his grandfather, so he experimented with distributing the photos throughout the video, giving the film immediate depth and bringing the stories to life.

When Ladegaard shared the experience on social media, several people responded, saying they wished they had had this experience



COURTESY PHOTO

Husband-and-wife team Nicole and Tom Ladegaard run Eternal Roots, from video interviews to packaging.

with their own parents. He suddenly realized he could offer this as a service.

"Eternal Roots connects families through generations," Ladegaard said. "We visit you at home to interview you and record your life story. Photos from your life are infused throughout the video, complementing the story and adding emotional resonance. "This is a vehicle to share your life experiences with future generations," he said.

Nicole Ladegaard, who runs her own graphic design business named paper-scissors-print, handles graphic design for Eternal Roots and creates the labeling and packaging for clients' custom documentaries.

By working with Eternal

Roots, customers will receive:

- **Certainty:** Take comfort in knowing that your story will live on.
- **Significance:** Your story is unique and belongs to you. This is a vehicle to celebrate your individuality.
- **Connection:** Past, present and future generations are connected through shared family history.
- **Growth:** Reflection and introspection are catalysts for self-improvement.
- **Contribution:** Sharing your story will enrich the lives of your loved ones.

The Eternal Roots website explains the process, and sample videos and product photos are available to view.

For more information, call (858) 699-2461 or visit eternal-roots.com/intro.

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