



FOR IMMEDIATE RELEASE

## La Colombe® Coffee Roasters Celebrates Los Angeles with its “Dear LA” Campaign

*The city of angels, and the one and only La La Land - meet La Colombe.*

**(Philadelphia, December 17, 2017)** – Last week La Colombe Coffee Roasters officially opened its third café in Los Angeles, in the Silver Lake neighborhood, joining La Colombe Century City and La Colombe Beverly Hills. In celebration of the new café openings, La Colombe has kicked off their “Dear LA” campaign, thanking the community and celebrating its people.

“We are café-born from the heart of Philadelphia, where grit, determination, creativity, and innovation drive us to grow and share with the world,” said Kathryn O’Connor, VP of Marketing for La Colombe. “We’ve come to LA with an open mind, door, and seat and we can’t wait to meet our new neighbors.”

The “Dear LA” campaign began in Mid-November, with the installation of a Steve “ESPO” Powers mural that is painted on the outside façade of the Silver Lake cafe. ESPO, a Philly-native, has painted murals in many cities that La Colombe calls home, including Chicago, New York, and D.C. Each mural is a collection of references paying homage to the brand and neighborhood. Local, LA-based film company, [Neighborhood Film Co](#), was commissioned to shoot a video highlighting the installation of ESPO’s mural. In the coming months, La Colombe will be creating and distributing LA-inspired merch using the designs that are depicted on the wall of Silver Lake.

As part of the campaign, La Colombe is asking fans and followers to share photos celebrating the city using #LaColombeLA. Photos will be populated on their “Dear LA” page on their website highlight the colors, culture and community of Los Angeles.

“This is our way of saying “Thank you” for our new home, and we hope that you come on in and make it yours,” added O’Connor.

Furthering its long-term commitment to the Los Angeles community, La Colombe is opening its first west coast-based roastery in Frogtown. The new space will not only host an inviting café, but it will be a functioning roastery, roasting La Colombe’s workshop coffee line. An additional square-foot of mezzanine space will be used for trainings and cuppings, as well as hospitality meetings.

Finally, La Colombe will be introducing a new coffee, the Frogtown coffee blend, inspired by the neighborhood, which will be roasted and served locally starting in mid-to-late January.

In addition to celebrating the arts in Los Angeles, La Colombe is celebrating the culinary scene, working with local chefs and restaurants, such as Winsome, Joan’s on Third, Beverly Hills Hotel, Montage, Otium,

# La COLOMBE®

Jonathan Club, and Hedley & Bennett, among many others, bringing LA exceptional coffee outside of their cafes.

La Colombe is also working with LA-based MYLK (Renew Juicery) to offer freshly-made, locally-sourced Raw Organic Hemp Mylk as a plant-based alternative for crafted beverages like lattes and cappuccinos. They have partnered with Sugarbloom Bakery to offer a wide range of pastries and sweets, Bread Lounge to offer savory sandwiches and salads.

To keep updated on future café developments, grand opening dates, events and other news for La Colombe in Los Angeles, follow #LaColombeLA.

## **ABOUT LA COLOMBE**

La Colombe ([www.lacolombe.com](http://www.lacolombe.com)) is a leading coffee roaster known for ethical, long-term trade practices with growers. Considered one of the pioneers of the third wave of coffee, it provides signature classic blends and exceptional single-origin coffees to cafés, hotels, restaurants and retailers around the world. In addition, the company owns and operates 27 cafés in Philadelphia, New York, Chicago, Boston, Los Angeles and Washington, D.C. – with additional locations and new markets scheduled to open in 2017. The company has also made headlines in the ready-to-drink business with its DRAFT LATTE® – the world’s first-ever textured cold latte.

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