



FOR IMMEDIATE RELEASE

La Colombe® Coffee Roasters Opens Its West-Coast Roastery and Cafe in the Frogtown Community

La Colombe is Bringing a Better Coffee Experience to Los Angeles Neighborhoods with its Locally Roasted Workshop Coffees, and announces a new Frogtown Coffee Blend

(Philadelphia, January 22, 2018) – La Colombe will open its first roastery and café in Los Angeles at 2820 Newell St. on November 17. As part of the grand opening, La Colombe will be offering one free Draft Latte cans to each guest on the first day of business.

The 3,500-square-foot café is the fourth location to come to the Los Angeles market, joining La Colombe's newly opened Silver Lake, La Colombe Century City and La Colombe Beverly Hills. Furthering its long-term commitment to the Los Angeles community, La Colombe's 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 800-square-foot of mezzanine space will be used for trainings and cuppings, as well as hospitality meetings.

"We were drawn to Frogtown right away. It feels similar to our Fishtown, Philadelphia location where the neighborhood is thriving and the creative arts are flourishing," said JP Iberti, President and Co-Founder of La Colombe. "Not to mention, the view of the river and the access to the bike path make it a great place to set up roots."

In addition to the new café, La Colombe will be offering new, unique menu items to the brand in the Los Angeles market.

- The new **Frogtown coffee blend**, inspired by the neighborhood, will be roasted and served locally starting in mid-to-late January.
- Taking inspiration from the popular Mexican street food of sliced mango with a squeeze of lime juice and dusting of chili powder, the new **Mango Rooibos Chili Iced Tisane** is a bright, refreshing, tropical herbal blends.
- La Colombe will be 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.
- La Colombe is partnering with [Sugarbloom Bakery](#) to offer a wide range of pastries and sweets, [Bread Lounge](#) to offer savory sandwiches and salads, and [Liquiteria](#) for refreshing juice beverages.

The coffee company, known for leading the way in establishing ethical and long-term trade practices with growers, is committed to a vision of changing the world by making people happy with coffee.

La Colombe will be offering its traditional and innovative coffee options, including the Draft Latte™, the [revolutionary cold coffee beverage](#) that delivers a completely unique, cafe-style drinking experience.

La COLOMBE®

The Draft Latte, which is available in original, vanilla, mocha, triple, coconut milk mocha, coconut milk and chai tea, comes directly from the mind of Todd Carmichael, CEO and Co-Founder La Colombe, who invented the process that brings the froth traditionally found in a *hot* latte to the refreshingly cold and portable, ready-to-drink Draft Latte can. La Colombe also produces a non-textured, ready-to-drink coffee: Pure Black®, a [canned cold-pressed coffee](#).

La Colombe Frogtown will be open from 8:00 a.m. to 3:00 p.m. daily. 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) 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 28 cafés in Philadelphia, New York, Chicago, Boston, Los Angeles and Washington, D.C. – with additional locations and new markets scheduled to open in 2018. 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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