



***For Immediate Release  
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## **Pachamama Coffee Opens the Midtown Roastery Coffeebar with a Weekend of Events**

**Sacramento, CA** – Today, Pachamama Coffee proudly announced the grand opening of their Midtown Roastery Coffeebar on March 24<sup>th</sup>. The new location is an expansion of the coffee cooperative’s existing wholesale, retail and café operations, and is located in Sacramento at 919 20<sup>th</sup> Street. The grand opening will be celebrated with a series of events starting on Saturday morning through Sunday night, and will include a grand opening ceremony at 2:00pm on Saturday where remarks will be made by Pachamama co-founder and CEO, Thaleon Tremain.

“We are excited to open our new Roastery Coffeebar in Midtown, and we invite the community to join in our celebration” said Cruz Conrad, Pachamama Coffee’s Director of Store Operations. “Sacramento is a hub for creative, community-minded individuals and responsible consumers—our new coffeebar is a great space to connect and collaborate while celebrating coffee. As a 100% farmer-owned cooperative, Pachamama is dedicated to educating the public on how our coffee is produced and connecting them with the people and places behind the beverage.”

Pachamama’s latest coffeebar boasts handmade furniture by local artists Eddie Stein and John Foster. The full-service café will feature seven single-origin coffees selected from the finest coffee producing regions in Latin America and Africa. All espresso beverages will be brewed with a Slayer V3 3 Group espresso machine. Most of the additional ingredients used at Pachamama coffeebars are Certified Organic, and food is sourced locally from Sugar Plum Vegan Café and the Sacramento Natural Foods Cooperative. Pachamama is dedicated to creating a community space that allows people to connect with the stories of coffee farmers and to learn more about the coffee fruit, from seed to cup. The 6,000 square foot venue will host community events, classes, guest speakers, films and live music, which will foster an environment of global cooperation.

The grand opening celebrations are open to the public and will feature live Mariachi music, fresh food, and an opportunity to learn more about Pachamama Coffee. The Roastery Coffeebar is located at **919 20<sup>th</sup> Street, Sacramento, CA** and celebrations will take place all day on March 24<sup>th</sup> and 25<sup>th</sup>. For a full list and schedule of events visit: ***[pacha.coop/events](http://pacha.coop/events)***

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*Established in 2006, Pachamama Coffee Cooperative is a 100% farmer-owned roaster and distributor based in Sacramento, California. Pachamama Coffee is owned and governed by thousands of family farmers from Ethiopia, Peru, Nicaragua, Guatemala and Mexico. The California-based business operates a roastery, wholesale operations, online retail service and two coffeebars. Pachamama Coffee is the winner of two Good Food Awards in 2018. All coffee sold is Certified Organic by CCOF.*