

SOTAMPA

Joffrey's Coffee to open alongside Shake Shack, REI at Midtown Tampa



by **Andrew Harlan**
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Midtown Tampa just keeps getting better. From rendering to reality, this massive development is bringing a wide range of businesses to our booming city. Joffrey's Coffee & Tea Company, headquartered in Tampa since 1984, will open a flagship café at Midtown Tampa, Bromley Companies confirmed today.

“We’re excited to announce that Joffrey’s has selected Midtown Tampa for its flagship store,” said Nicholas Haines, CEO, Bromley Companies. “As the largest artisan coffee roaster in the Southeast, Joffrey’s joins the collection of best-in-class retailers we’ve curated for one-of-a-kind experiences like none other in the region.”

Welcome to a city within a city

Joffrey’s joins a stacked roster of restaurant and retail tenants as this city within a city. REI, an outdoor clothing company, and Shake Shack are among the developments most anticipated tenants.

Other planned retail and dining options in Midtown Tampa include a Whole Foods Market, an Oprah-backed True Food Kitchen, the Element Hotel by Westin, and Burton’s Grill & Bar.

The massive \$500 million mixed-use development is on track to open in 2021.

“Joffrey’s is thrilled to be opening our flagship location in the Midtown development. We’ve been part of the Tampa Bay community for more than 35 years and are proud to call it home,” said Ted Abrams, President & CEO, Joffrey’s Coffee and Tea Company. “We pride ourselves on brewing the world’s best coffee and tea, and couldn’t be more excited to bring that passion to our new retail home at Midtown Tampa.”

Located near Midtown Commons, a lively central green space, Joffrey’s will remain open throughout the day and into the evening offering wine and beer selections (including a locally brewed coffee beer made with Joffrey’s coffee). Joffrey’s will also feature breakfast items, artisan pastries, and other baked goods.

Create your own latte art

You can even create your own latte art. Guests will get to choose from pre-selected images, selfies, and uploaded designs of their choosing with a Ripple machine. I’m hoping to finally craft my very own puppuccino featuring foam art of my own dog.

Joffrey's sources only the best beans from ethical and sustainable farms across the globe. Joffrey's head roastmaster frequently travels to origin and establishes relationships with farmers whenever possible and values the work it takes to produce a superior crop.



Joffrey's prides itself on giving back to the local community and most recently has been serving complementary coffee to first responders and healthcare workers around the Tampa Bay area. The company works with several local charities such as Shriner's Hospital for Children, Make a Wish Southern Florida and military charity Task Force Dagger Foundation and Folds of Honor. Joffrey's has created a unique coffee blend for each charity where \$1 from each bag purchased goes back to the cause.

A 22-acre mixed use development

Midtown Tampa is described as a new urban district at the center of I-275 and Dale Mabry. Midtown sits on 22 acres with 1.8 million square feet dedicated to retail, residential, 3 Class A office buildings, entertainment, and hospitality.

It's a city within a city, and we're just here waiting to move in. Plans for the space also include Midtown Commons, a 3-acre Midtown Lake with a running trail surrounding it, and an off-leash dog park.

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