

Contact: Cultivate PR / 512-213-0212
Samantha Foster
samantha@cultivatepr.com
Taylor Droddy
taylor@cultivatepr.com



SAN ANTONIO-BASED COFFEE PURVEYOR TO ENTER AUSTIN MARKET

Local Coffee to Rebrand with First Austin Location

Merit Coffee to Open First of Three Austin Locations in December at Seaholm

(Austin, TX – December 7, 2017) – Entrepreneurs Robby Grubbs, founder of the award-winning San Antonio-based *Local Coffee*, and partner and CFO Bill Ellis announced today that they will open the first of three cafés in Austin this December, marking the business’ first expansion into other markets. Located at 222 West Avenue, Suite 120 in the Seaholm District, the 1,178-square foot space will be branded **Merit Coffee**, aligning with *Merit Roasting Co.*, the small-batch, premium coffee roasting facility founded by Grubbs and Ellis. Merit Coffee will deliver on the proven *Local Coffee* promise: to serve the best coffee available anywhere, and deliver it without the attitude often found at specialty coffee shops.

“As a company, we focus on getting better, not necessarily bigger. But while focusing on getting better, our customers are demanding we get bigger,” commented Robby Grubbs. “We aim to be as authentic as possible, and ‘local’ just isn’t authentic outside of San Antonio, so Merit was the obvious choice for our brand name moving forward.” Timing on the rebranding of the six San Antonio locations has not been finalized.

With a staff fiercely focused on perfecting their craft and sharing it with the community, Austin customers will find the same rare confluence of expert knowledge and gracious service in a fresh modern setting at Merit Coffee that has become the hallmark of the *Local Coffee* brand in San Antonio. The menu of coffees and grab-and-go meals and snacks will include Merit Roasting Co. varieties and blends, pastries from celebrated San Antonio baker Bakery Lorraine, Taco Deli breakfast tacos, juices from Juice Society, and donuts from Maybelle’s.

“We’re not looking to blanket the city, but to secure the very best real estate for Merit Coffee -- from Main to Main, and the dynamic mix of innovation at every level in every category happening at The Seaholm District is extremely exciting,” said Ellis. “The additional two cafés slated for Austin are similar to the Seaholm location in that they also have dynamic daytime foot traffic and reflect the vibrant culture of the market,” said Bill Ellis.

Merit Coffee worked with Endeavor Real Estate Group’s Dan Frey, Principal, Retail, to secure the space.

Merit Coffee will be located at 222 West Avenue, Suite 120, Austin, TX, 78701 at the Seaholm District. For more information about Merit Coffee visit meritcoffee.com, Instagram [@meritcoffee](https://www.instagram.com/meritcoffee), or on Facebook at www.facebook.com/meritcoffee.

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About Local Coffee

Local Coffee started in 2008 when Robby and Neesha Grubbs recognized the market need for a specialty coffee shop in San Antonio. Within a year the first Local Coffee café opened in San Antonio. Customer loyalty and appreciation led to the launch of Merit Roasting Co. There are currently six San Antonio locations including Alamo Heights, Leon Springs, Medical Center, Pearl Brewery, Shavano Park, and Stone Oak.

About Merit Roasting Co.

Founded in 2014 by Local Coffee founder Robby Grubbs and entrepreneur Bill Ellis to bring a higher quality coffee bean to the Local Coffee shops, Merit Roasting Co. works with a stable of coffees from around the globe, focusing on seasonal single origin lots. Merit's pursuit of perfection means they have total product control, from where and how they source the beans, to the fair price they pay, to the temperature and duration of the roasting, resulting in the finest small-batch specialty coffee available. Merit Roasting Co. beans are brewed at all Local and Merit Coffee shops, as well as restaurant and retail wholesale accounts in Chicago, New York City, San Diego, San Francisco, and throughout Texas. Their 2,400-square-foot facility is located in the Southtown neighborhood of San Antonio.

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