

FIRST MAYORGA CAFÉ LATINO LOCATION OPENS

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Wheaton, MD – Mayorga Coffee has opened its first Café Latino location in Westfield’s Wheaton Mall. The location, in front of the new Costco Wholesale, is brightly wrapped with Mayorga’s logo, a map of Latin America, and a quote from Martin Mayorga explaining the location’s focus on authentically Latin American coffee drinks and foods. The menu is mostly in Spanish with muffins, croissants and biscotti nowhere to be found. Instead, Mayorga Café Latino offers items such as alfajores, tres leches, flan, and empanadas to complement their authentically Latin coffee drinks such as Cortaditos, Café con Leche, and Café Dulce.

Jennifer Rogers, VP of Marketing for Mayorga, indicates that the idea for launching Mayorga Café Latino was initially discussed during a company trip to Nicaragua. While in Nicaragua with staff, customers, and Martin’s six year old son, the group enjoyed café con leche, black coffee, and an assortment of delicious desserts and pastries one afternoon. Jenn recalls, “Martin’s made a comment that he wished everybody in the US would have the opportunity to experience coffee in the way that he grew up knowing it. Less than six months later, we opened our first Café Latino location. That’s life at the speed of Mayorga,” states Rogers.

Martin Mayorga explains further, “We started Mayorga Coffee over 16 years ago to work directly with farmers and their communities in an effort to engage the countries where I spent most of my childhood,” states Martin Mayorga. “Creating a retail concept that proudly showcases Latin American coffee culture is very natural for us. Our countries have been growing some of the world’s best coffees for hundreds of years so we obviously have a strong, established coffee culture.” Mayorga goes on to explain that the company plans to expand the concept nationally and is currently in conversations with food service operators to negotiate under partnership agreements.

Mayorga Coffee is a direct importer and small batch roaster of specialty coffees. The company’s vision is to revolutionize inefficient and inequitable business and social models for the purpose of creating holistic sustainability.

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WHERE :

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