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## More coffee options coming to Lafayette with Philz

By Pippa Fisher



Philz is scheduled to open its new Lafayette store Nov. 19 in the Mercantile shopping center. Photo Pippa Fisher The signs are up, the tables are in and very soon residents will wake up and smell the coffee ... at the new Philz Coffee shop in Lafayette.

The store is going in where the old Homegrown was at 3597 Mt. Diablo Blvd. in the Mercantile shopping center. The doors will be opening Nov. 19 and there is a special neighborhood event scheduled from 10 a.m. to 2 p.m. on Dec. 8. This event will feature coffee and food sampling, crafts for kids, a photo booth and other family friendly activities.

Now with over 46 stores and over 1,000 employees, the Bay Area-based company opened its very first Philz Coffee shop in San Francisco's Mission neighborhood in 2003. The company's founder, Phil Jaber, spent 25 years perfecting unique blends of coffee and now Philz offers over 20 customized blends from high quality beans from around the world, roasted in its 50,000-sqare-foot facility in Oakland. Phil Jaber's son, Jacob, now runs the

company.

Philz Coffee specializes in pour over coffee made one cup at a time. Philz Marketing Communications Manager Jolie Meschi explains, "We do any cream and sugar you'd like for you. That means your coffee is not only fresh but made just the way you like it. While you won't find any espresso drinks on our menu, our team is well versed in recommendations that will satisfy any espresso or latte drinkers. Each of our blends was specially crafted by Phil himself, so they are unique to Philz."

And, reflecting the company's values, Meschi adds, "While the coffee is great, we really pride ourselves on service and the atmosphere we strive to create in the store. Come for the coffee, stay for the people."

Meschi says that the store will be staffed by a handful of team members coming from other Philz locations and that they've also done some new hiring. "The store is currently staffed, but we always accept applications," she says.

Philz Coffee in Lafayette will be open from 5 a.m. to 8 p.m. weekdays and from 6 a.m. to 8 p.m. on weekends. The store has two-hour parking for customers around the back on Dewing Avenue. They also have a mobile app that allows customers to order ahead for quick pick up.

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