

Seattle Coffee Company opens its doors in Steyn City's City Centre

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Studio Baleta

Steyn City has recently welcomed Seattle Coffee Company to its City Centre; the new flagship apartment development that promises to change the way you experience urban living and recently opened its doors for sales.

As a brand, Seattle Coffee Company perfectly complements the Steyn City ethos.

“We envisage our City Centre outlet to be the perfect pause to find inspiration on life’s journey, whether you’re popping in to grab a coffee before work, indulging in a mid-morning treat, or merely carving out some me-time with your favourite hot beverage,” says Danny Spence, Inland Operational Director for Seattle Coffee Company.

What makes this particular venture especially exciting, Spence continues, is the fact that although Seattle Coffee Company has a well-established presence in retail space throughout the country and has a

number of branches at corporates and even schools, this is the first time the brand is making an appearance within a residential development.

That's only fitting, comments Giuseppe Plumari, CEO of Steyn City Properties, as Steyn City not only enjoys a reputation as a groundbreaking pioneer in the property space; it has even unveiled a number of firsts. The recently opened Ultimate Helistop, the first helicopter facility to be located at a residential development, is a case in point.

Seattle Coffee Company's culture is also perfectly in line with that of Steyn City; both have strong links with cycling. While Steyn City offers a 50km MTB track for cyclists, Spence was a professional cyclist who climbed off his saddle to join Seattle Coffee Company in 2007.

"During all my years cycling, I would never ride without my Seattle Coffee Company coffee!" he states. Coffee plays a key role in the cycling community, with riders meeting up over a cup of joe to discuss their ventures.

"Similarly, we believe that Seattle Coffee Company will become a central meeting point for the many cyclists who have made Steyn City their home. We look forward to seeing them gathered at the City Centre's piazza, which will one day be the beating heart of this special residential leisure development, for their daily fix," Plumari adds.

Steyn City residents can look forward to the barista service which is Seattle Coffee Company's hallmark: it's not unusual for customers to be greeted by name and offered their favourite brew.

This is another way in which the coffee brand and Steyn City are alike, Plumari observes: the development has been designed in a way to promote neighbourliness and community, and Plumari is delighted that Seattle Coffee Company's store manager Kudzai, assistant manager Rose and lead barista, Darren, will soon know residents by name, and be familiar with their favourite order.

They'll be serving up the delicious coffee for which Seattle Coffee Company has become known, as well as some food items that are being specially introduced in this new store: think fruit yoghurts, breakfast bagels stuffed with bacon (or fried haloumi) and scrambled eggs for brunch; quiches and salad for lunch, and loads of sweet treats.

Seattle Coffee Company offers plenty of vegetarian options, and celebrates seasonal occasions with special themed goodies like mince pies and hot cross buns. The freeze bar deserves special mention; an exciting addition that will be welcomed by visitors to the recently opened 300 m Lagoon in search of some icy refreshment at this beach-style facility.

"Excited to be a part of this vision, now reality. This is uncharted territory for us to be in a secure residential development as mentioned. A lot of thought has gone into the design of our Café to compliment Steyn City and the surrounding lagoon.

“I am confident that residents will find this to be their secret hideaway more often than not,” says Jared Jabour, Managing Director for Inland Seattle Coffee Co.

Also noteworthy is the magnificent mural which welcomes visitors to Seattle Coffee Company. Created by the talented portrait artist Chris Valentine, the feature depicts a woman backlit against a stunning sunset – paying tribute to the fiery sunsets which can be seen from Steyn City.

With such an accent on lifestyle at Steyn City, it’s a perfect fit whether for your daily coffee fix, a new place to sit down and get some work done or network and most likely the new go-to for resident cyclists and runners.

It will also be the catalyst for the new retail component at Steyn City’s flagship apartment development, City Centre when homeowners first take occupation in August next year.