

**FOR IMMEDIATE RELEASE**

February 4, 2009

**Media Contact:**

Patricia Chan  
603.491.9212  
[patricia.chan@gordon.edu](mailto:patricia.chan@gordon.edu)

## **ZUMI'S Coffee Shop Celebrates Six Years in Ipswich**

**IPSWICH** – ZUMI'S Espresso, local coffee and ice cream shop, will be observing its six-year anniversary on Valentine's Day, February 14<sup>th</sup>.

The celebration will include a variety of features, like free samples and an up-size to customer's drink orders on the anniversary day. A specialty anniversary coffee, LHOTSE, was introduced at the end of January in anticipation of the celebration, and will continue to be available. And as always, the prayer flags will continue to flap outside of the shop's doors.

But most importantly, Zumi's anniversary marks a recognition of its past, and an anticipation of its future. Zumi's owner, Umesh Bhuju, considers the shop's prominence in the community as an accomplishment.

"We wanted to focus more on community," said Bhuju, "We wanted the shop to be 'Cheers' but without the bar scene- a hangout where 'everyone knows your name.'"

Zumi's has certainly attained that goal. Its bond with local customers is what Bhuju is most proud of. Zumi's commitment to community collaborates with a commitment to the environment, of which the shop has numerous highlights to celebrate from the year. Its partnership with the Essex County Greenbelt association provided awareness-raising initiatives to support local land conversation work, and their coffee is proudly served as 100% fair trade and organic, providing fresher coffee and a raised standard of living for workers internationally. The shop also initiated a battery recycling program for the town, protecting vegetation and water sources from contamination by heavy metals.

Zumi's also became established as a "Green Business" under Co-op America's Green Business Network in 2008. They stand out as some of the most progressive business leaders in the country, promoting economic, environmental, and social service in all of their business doings- throughout production, service, supply, employment, investment, and community and vendor relations.

Looking forward to the coming year, Zumi's hopes to continue ongoing projects, like work with the Greenbelt Association, while undertaking new ones. A major partnership for the upcoming year includes work with the Trustees of Reservations organization, promoting environmental responsibility throughout Massachusetts. The organization plans give a lecture on the ecology of Crane's Beach, at the coffee shop, open to the public. Zumi's already has plans to host lectures by other local organizations, including talks by the Coffeeland Landmine Victim's Trust on providing support to landmine victims living in coffee producing countries, and the Cuvilly Arts and Earth Center on a new program teaching children and adults how to live locally.

Zumi's also supports local culture, providing a space for artists and musicians from the community to display their work. The walls are dedicated to artist's work, hosting art shows that are changed monthly. The café often enjoys featuring area musicians and lectures, including performers from North shore and area high schools.

"We really wanted the shop to be locally active, promoting area musicians and artists, and overall facilitating friendships and conversation," said Bhuju.

For more information on Zumi's, questions, or comments, contact Umesh Bhuju at [zumis@zumis.com](mailto:zumis@zumis.com), or 978-356-1988. Visit the shop's website for upcoming music performances, lectures, and other events: [www.zumis.com](http://www.zumis.com), or view the Ipswich Chronicle Calendar.

###