



## **Press Release** **ZUMI'S second location**

October, 2021

Some rumors have started circulating about a second location for Zumi's to open in Topsfield. Great news! It's true for 2022!

Zumi's has felt so much love in Ipswich over the past 18+ years, where we love the downtown and community. We will remain there for as long as we can, and have often considered whether a second location would also make sense for us. Those who know Zumi's are aware that we believe business can be a force for good. Our "bottom line" has never been a number, but is measured in positive impact in our local and global community.

We noticed that Topsfield has been seeking to revitalize the downtown area over the past few years, so we started to open ourselves to possibilities here. Like Ipswich, this is a beautiful and historic town with a welcoming community of caring people. We didn't go searching, but were ready to consider opportunities that matched our needs and also filled a community need.

Recently, we were informed that the location at 42 Main Street was going to become available in the heart of Topsfield. We did not want to see it sit vacant or become occupied by a new business that was not well attuned to the pulse of this special town. Therefore we decided to accept the opportunity to serve this community by opening a second location there. One of our mantras is "coffee, culture, community," and building upon our positive experience in Ipswich, we are excited to offer the same quality espresso products and uplifting energy in Topsfield!

We understand this spot was previously a storefront for The Bake Shop, which is beloved by many. We hope customers will continue to enjoy their products, just as we ourselves hope to, wherever they are sold - including their Route 1 location! We have never seen our business as a competitor to the Bake Shop, but rather complimentary. A healthy business community offers a variety of options to residents and visitors when they are in any city or town, and this can apply here in Topsfield too.

Our product offerings will include 100% Fair Trade and Organic coffees, specialty espresso beverages, ice cream, A&J King baked goods, and more. Above all, we will offer a gathering place for connection and inspiration. We have a very loving community of customers at our first location in Ipswich, and we are excited to bring this cafe experience to Topsfield too! There is plenty of love to go around!