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**BUSTLER COFFEE, OPENING TODAY, OFFERS
NEW YORKERS A NEW TYPE OF COFFEE EXPERIENCE**



A self-service coffee shop gives guests the freedom to quickly customize their beverage of choice— without waiting to be served by a barista

(NEW YORK, NY; November 23, 2015)—Today, Coffee Veteran Jamie Rogers brings the first [Bustler Coffee](#) to Manhattan on the corner of 52nd Street and Madison Avenue. The shop will offer speed, convenience, and quality, showcasing local products, purveyors, and small batch roasting for New Yorkers on the go, without waiting in line.

Inspired by the energy of New York City, Bustler serves hot and cold brew coffee on tap, small-batch roasted espresso at the touch of a button in 30 seconds, locally blended teas, blended frozen coffee alongside drinks by [Kelvin Slush Company](#), and bottled beverages. All of these items are served within the 1,000 sq. foot space that reflects classic New York City themes with modern design elements.

“Throughout my years working with coffee shops I’ve noticed two big inadequacies – quality and efficiency,” Rogers says. “Bustler is breaking the mold of the traditional coffee shop model, offering a solution by putting control in the hands of guests without sacrificing quality and overall experience.”

To speed up the payment process, Bustler uses two different coffee cup colors that correspond to different price points – red cups for coffee and tea and cream cups for lattes and chai teas – so the team processing payment will automatically understand the amount owed without asking a guest to relay the order back. The transaction will be completed by way of a hand-held tablet point-of-sale system.

“This model allows for our team of coffee experts to be more available for guests when it comes to offering insight into our globally sourced coffee beans, flavor profiles, recommendations, and more,” says Rogers.

To customize a cup of coffee, Bustler offers housemade natural simple syrups in flavors like lavender, cardamom, and caramel, among others. For those with specific milk preferences, local [Hudson Valley Fresh](#) is on tap, alongside almond and soy. Accompanying custom cups is a rotating menu of sweet and savory pastries as well as light lunch options ranging in price from \$4-9.

Although the space is designed for people to navigate quickly and efficiently, guests can also stay and sit to enjoy their food or beverage at the ten barstools looking out at 52nd Street.

For more information, follow Bustler Coffee on [Instagram](#), [Facebook](#), and [Twitter](#) or visit the website at www.bustlercoffee.com. Located on the corner of 52nd and Madison, Bustler will be open daily 7 a.m.-7 p.m.

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