



## **NEWS**

FOR IMMEDIATE RELEASE

### **NEW ROCHELLE CHAMBER OF COMMERCE, CITY OF NEW ROCHELLE & NEW ROCHELLE DOWNTOWN BID CELEBRATE JOE COFFEE'S NEW ROCHELLE GRAND OPENING TUESDAY SEPTEMBER 13TH**

*Mayor Noam Bramson joined the NR Chamber at Joe Coffee's Ribbon Cutting*

**NEW ROCHELLE, NY – [September 13, 2022]** – The New Rochelle Chamber of Commerce hosted a Ribbon Cutting for Joe Coffee - the popular New York City-based collection of award-winning cafés, located in the lobby of the new 28-story residential tower at 10 Lecount Place - Stella - on Tuesday September 13<sup>th</sup> to celebrate their Grand Opening.

Joe Coffee operates 24 cafes in Manhattan, Brooklyn and Queens, and is proud to join the Westchester County community with this first location in New Rochelle. "After many years of looking to expand to the Westchester area, we're thrilled to have found the perfect home in New Rochelle. We're so grateful for our stunning surroundings at Stella and the warm welcome we've received from our neighbors and the community," said Jonathan Rubinstein, founder and CEO of Joe Coffee.

For Joe Coffee, the new Stella building, created by LMXD and Wilder Balter Partners, Inc., provides the perfect mix of spectacular architecture, the Joe Coffee aesthetic, and ideal location—central to downtown New Rochelle, just off Main Street, and a five-minute walk from the Metro North.

Developers Wilder Balter Partners and LMXD stated, "Wilder Balter Partners and LMXD value the partnership with Joe Coffee, a purveyor of excellent specialty coffee and delicious baked goods. We're thrilled to make it possible for Joe Coffee to serve residents of Stella, New Rochelle and Westchester broadly, in a beautiful café space. Their presence adds to the already diverse food offerings in Downtown New Rochelle and we hope everyone comes to visit!"

The Joe Coffee menu features classic café offerings like their signature house coffee, The Daily, on drip, with its signature espresso, The Waverly, serving as the base for espresso drinks. Iced coffee, cold brew, specialty seasonal drinks, and light fare (pastries, sandwiches, salads) make for the perfect reason to pull up a chair and enjoy the luxurious surroundings of the Stella café.

Mayor Bramson stated, "We are delighted to welcome Joe Coffee to the Stella, and to bring the best of New York City here to New Rochelle. Joe Coffee's arrival is one more illustration of a

downtown that is growing in energy and vitality by the day, as we implement New Rochelle's visionary and successful economic development plan."

"The new Joe Coffee at Stella is terrific. It's great to have New Rochelle recognized by such an amazing and expanding brand as Joe Coffee," said NR President and owner of the Beechmont Tavern Rob Hayes. "New Rochelle, with all its remarkable features including our easy proximity to NYC, is ripe for retail expansion and we're glad that Joe Coffee is a part of it. Welcome!"

"We are super excited to have our region's famous Joe Coffee join us in New Rochelle Downtown at the beautiful Stella Building and to greet our commuters in the Train Station. We love coffee and welcome this great brand to our fun, walkable, transforming environment here," said Karel Littman, Executive Director, New Rochelle Downtown Business Improvement District (NRBID).

Located in the lobby of Stella, the new residential tower at 10 Lecount Place, New Rochelle, Joe Coffee is open Monday to Friday 7:00AM to 6:00PM, and Saturday to Sunday 8:00AM-5:00PM. For more information visit <https://joecoffeecompany.com/>

Completed in 2021, Stella features 380 rentals whose amenity package includes a rooftop lounge, an outdoor pool on the 26th floor, a chef demonstration kitchen, a fitness center with outdoor access, a children's playroom, a co-working lounge, bike storage, and a pet spa. Residents also have access to a covered parking garage. Stella features three retail spaces on the ground floor. For more information visit [www.rentstella.com](http://www.rentstella.com)

#### **About the New Rochelle Chamber of Commerce**

Founded in 1922, the New Rochelle Chamber of Commerce fosters economic growth and prosperity in the New Rochelle business community. The Chamber of Commerce is committed to advancing the concerns of the New Rochelle business community, the economic vitality of the City, and ensuring that New Rochelle presents an environment that supports growth and prosperity. Learn more at <http://newrochellechamber.org/>.

Contact: Catherine White, *Executive Director*  
914-632-5700

[catherine@newrochamber.org](mailto:catherine@newrochamber.org)

#### **About the City of New Rochelle**

With an unparalleled location, superb quality of life, diverse and talented residents and a focused business climate, New Rochelle is experiencing the transformation of a lifetime. The City's economic development plan will provide a spark for the entire Hudson Valley region, positioning it as "open for business" and embracing smart, transit-oriented development growth patterns. Accelerated by a new, fast-track zoning process, the new Master Development initiative will enhance the downtown area by boosting job creation, property values and private investment – while enhancing sustainability through green and energy-efficient design. Learn more at <https://www.ideallynewrochelle.com/>.

Contact: Kathy Gilwit, *Communications and Marketing Manager*  
(914) 654-2117

[kgilwit@newrochelleny.com](mailto:kgilwit@newrochelleny.com)

## **About the New Rochelle Downtown Business Improvement District (NRBID)**

Since 2000, the New Rochelle Business Improvement District has worked to support local business and bring additional investment to Downtown New Rochelle. We are devoted to assuring clean and safe streets, adequate parking and exciting Downtown activities and events. Learn more at <https://newrochelledowntown.com/>

Contact: Karel Littman, *Executive Director*  
201-264-6248  
[newrochelledowntownbid@gmail.com](mailto:newrochelledowntownbid@gmail.com)

# # #