

The Coffee Ethic®

NEWS RELEASE

Urban Districts Alliance
304 W. McDaniel Springfield, MO 65806

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For Immediate Release

New Coffee House Set to Open in November on Park Central Square

The Coffee Ethic, LLC, located at 128 Park Central Square, will open its doors this November on the square in downtown Springfield. The coffee house's focus will be on single origin coffees, espresso-based drinks and gourmet pastries in an interesting and vibrant setting. The Coffee Ethic is owned by Jim Hamilton and Tom Billionis who are long time friends that share a love for coffee and the coffee culture. "For the last 12 or 13 years, we have been attracted to the culture surrounding the coffee shops ... the community that it builds and the opportunity to interact with people," Billionis said.

Hamilton and Billionis are leasing in the Kresge building, located on the square, that is currently being renovated by developer Craig Wagoner. The first floor of the Kresge also will house an art gallery and a new downtown location for the Springfield-Greene County Library. There will be an internal doorway adjoining the Coffee Ethic and the library.

Hamilton says, "We are really excited to be part of the downtown community and the development happening with the Heer's Building, College Station, the library and Park Central Square". Hamilton attended a downtown business owner's focus group as well as the evening public meeting about the future of the Square.

"The Springfield community is excited about the future possibilities for the square. Downtown is known for its dining and informal gathering places and the Springfield-Greene County Library and The Coffee Ethic will be a wonderful addition to anchor the southwest corner of Park Central Square. Combined with the upcoming Heer's project, Riad's and Trolley's the storefronts will once again be vibrant and inviting," states Rusty Worley, Executive Director of the Urban Districts Alliance.

"The 'ethic' or 'theory of living' of The Coffee Ethic, has three important elements," Hamilton says. "We center on the cup by sourcing the highest quality coffees, by dedicating ourselves to the art and science of brewing and by cultivating an environment that enhances the entire coffee experience. We highly value people so we want to relationally, socially and economically serve everyone in our coffee community from the grower to the customer. We also want to purposefully care for the earth by implementing design and business procedures that have a minimal impact on the environment."

The menu will be focused on single origin coffees and espresso-based drinks. Other offerings will include locally made gourmet pastries and baked goods. PT's Coffee Roasters, a nationally recognized specialty coffee company from Topeka, KS, will serve The Coffee Ethic as roaster and supplier. "This is a wonderful relationship for The Coffee Ethic. They will be providing us with excellent coffee, great training and high-end equipment," says Billionis.

The Coffee Ethic will be an interesting and vibrant place, due in part to the help of theworkshop308, who will be spearheading the design and construction of the bar and furniture as well as branding. "Philosophically, we love what they're doing," Hamilton said, "We want to be unique, and they're trying to do some really creative, unique things. This is going to be an exciting design and place for downtown Springfield."

For more information, contact: Jim Hamilton, 417-827-1979, jim@thecoffeeethic.com, or visit www.thecoffeeethic.com

