

Cafecito Brews Happiness at Epoca

New Pop-Up Cafe Brings Convenience, Coffee to Residents



CAFECITO AT EPOCA WILL BE LOCATED ON SECANO STREET NEXT TO THE PASEO'S NORTH ENTRANCE

CAFECITO OWNERS ANGEL DE ANDA AND CRYSTAL RUIZ are born entrepreneurs. The husband-and-wife team has grown their vision from a small coffee shop on Chula Vista's Third Avenue to Cafecito on Palm, the popular barrel-shaped structure in Imperial Beach with a "handle" on the outside to resemble a coffee mug. Now, Angel and Crystal are introducing their coffee culture, creative menu and cool vibes to the Epoca community.

WAKING UP EPOCA SEVEN DAYS A WEEK

Cafecito at Epoca will be open daily from 7am to 3pm selling hand-crafted traditional and creative coffee drinks, teas and refreshers. Plus, the company will offer a limited quantity of morning burritos with freshly made tortillas and savory ingredients from soy chorizo and potato to egg and sausage.

BRINGING A TASTE OF THE VALLE TO EPOCA

Cafecito is known for its inventive lattes which emphasize popular Mexican flavors such as chocolate, cinnamon and caramel. "To make the base for our Mazapan latte, we grind the specialty Mexican candy into a powder where aromatic peanuts, brown sugar and rose water come together to provide a unique flavor profile," said Cafecito co-owner Crystal.

Angel and Crystal are excited to showcase Epoca's Valle de Guadalupe design imagery on the Cafecito trailer. "We love how the vision for Epoca was born out of the Valle de Guadalupe, so we've incorporated this coastal-desert aesthetic into our menu design," Crystal explained.

BUILDING COMMUNITY ONE LATTE AT A TIME

"This is truly a family business," described Crystal. "My brother is the manager and Angel's cousin also works here. We hope to share that family vibe with our Epoca customers."

Always focused on providing exceptional customer service, Crystal, a former banker, appreciates how coffee brings a smile to her customers' faces. She loves being in the business of brewing happiness and looks forward to keeping that positive energy percolating at Epoca.