

# Press Release

## **Who is the Black Sugar Caffe?**

A visionary in the coffee industry, Black Sugar Caffe is not only a dynamic and vibrant coffee shop, but it is a trend setter leading with bold concept and know how. Its superior customer service standards can not be matched and its culinary concepts of unique food and drinks are unparalleled by any other. Black Sugar Caffe is more than just a coffee shop, it is a brand that promotes community togetherness, and it accepts reservations for all occasions ranging from company events to baby showers to anniversary parties, and etc. Live music, music recitals, and Karaoke are also other ways that Black Sugar Caffe brings harmony and excitement to its community. With its expertise, Black Sugar Caffe provides catering for all events with style and class and it creates amazing memories for the party to treasure forever.

## **Mission Statement**

To live is to positively impact the lives of the others, and to always give as the ability to be able to give is a privilege in life itself, hence the essence of life.

## **What does Black Sugar mean?**

Black Sugar denotes “power of love” for humanity and animals. Never forget the less privileged and the mistreated animals, and to always seek opportunities to help

## **What products does Black Sugar Caffe offer?**

Espresso, Specialty Coffee, Frappe, Boba, Smoothies, Hot and Iced Tea, Freshly baked European pastries, Beer and Wine, and Lite Bites

## **Where was the founder originally from?**

She was born in Taiwan and brought to America when she was 14 years old. Living without her parents in a foreign land of St. Louis under the care of her oldest sister who is 18 years her senior. She did not understand a single word of English nor culture but had to manage not only to survive but to thrive in a place where she was completely foreign to. Life was extremely difficult as she was challenged in all aspects of her life, but she did not bend and she did not allow hardship to overcome her, instead, against all odds, she graduated High School with Highest Honors and then moved on to pursue her college career in the West Coast where she had earned a degree in Business Management. She also spent years working and having her family before she moved permanently to Texas where she now calls home.

## **What is the founder's business background?**

As a young person growing up, she knew she wanted to be an entrepreneur. At a tender age of 17, she was going to school and in her free time, she was designing, making, and selling her own line of active wear to retailers all over the country. After graduating from College, she worked in the fashion industry managing retail, wholesale, production and marketing. Subsequently, she created a chain of glamour photography studios where she offered make-over photo sessions to bring out people's best and their beauties and to transform their outlooks for themselves to help boost their confidences. After years of working with people and different cultures, she created a gourmet food brand and had retail shops and online business for this food brand for many years before she became the Executive Vice President for a global wellness company where she managed all of the US and Mexico territory working with medical professionals as well as resort spas in the wellness realm. Finally, she created the Black Sugar Caffe after having spent decades working business and understanding people, culture, and realizing that food and drinks are what connect people. They are the only common threads regardless one's skin color, believes, or cultures. Hence the Black Sugar Caffe was born to serve one purpose – to connect people.

## **What made the founder decide to open cafes and does she have experience in this area?**

The founder traveled extensively throughout her career and one single common element that she found throughout her travels regardless of the differences in cultures and people was the connection people made over a cup of coffee and great food. This inspired her to create a lifestyle brand that offers a well-appointed place with exceptional food and drinks for people to connect and to call Black Sugar Caffe home away from their homes. Having extensive experiences in food company she previously created and ran along with the travel she had allowing her deep understanding of fusion cuisine and multicultural management as well as her passion for people make her a perfect operator for the Black Sugar Caffe

## **What is the founder's dream and aspiration?**

The founder's dream and aspiration is to be able to impact people positively and to give. To be able to do good for the world by being selfless and impactful one person at a time. She aspires to leave behind a brand for which people identify with integrity, credibility and love for the humanity and the animals

## **Official opening dates for all locations**

CP - 9/2018

GT- 9/2020

RR - 11/2021

## **Owner's inspiration for opening second location**

Our second and the third locations were both built and opened during the Pandemic. As we navigated our way through this uncharted water of pandemic, the owner saw so many businesses hurt and shut down with people and families devastated. The owner realized at that moment that she was not going to succumb to this detriment, but she was going to lead her staff chartering through this unexpected, the unimaginable, and the uncharted territory by being flexible and adaptable. She refused to fail and made a vow to herself that she was going to positively impact her communities. She was going to open more locations, against all odds, to create more job opportunities for people to work and to serve more customers. Being impactful during this detriment was her inspiration, hence the Georgetown and Round Rock were both born during the pandemic. Humbly, Black Sugar Caffe also won the "Best Coffee Shop in Texas by the Texas Travel Awards in 2021"

## **How have sales been for the Black Sugar Caffe?**

Sales are doing well in all 3 locations as we have solidly gained our reputations and credibility with our patrons beginning with our CP location. We also offer a wide range of services including but not limited to catering services for all occasions as well as accepting reservations for personal and company events. Additionally, as a part of our community outreach commitment, we also offer live music and Karaoke nights at our cafes for customers to enjoy. This being said, Black Sugar Caffe is a dynamic brand that builds its business through multi-faceted approach.

## **Plans for the future**

We envision continuing to create more job opportunities by building more locations and to serve more customers at the same time. We also envision franchising to empower those who seek to endeavor into entrepreneurship to become successful operators themselves. We envision a brand that dominates the industry not because of the number of the locations it has, but the principle of integrity in which it stands for. A brand people can trust and a place people can call home away from home).