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FOR IMMEDIATE RELEASE

**New Downtown Flagstaff “Collaborative” Coffee Shop Spotlights Local Businesses, Promotes Sustainability**

[FLAGSTAFF, ARIZONA] On Thursday, June 24, Flagstaff downtown welcomed a new kind of small business-focused coffee shop and boutique: MIX Flagstaff. MIX is a new concept by John VanLandingham of Old Town Shops, serving as both a local maker’s retail space and café that aims to serve the local community and spotlight its small businesses.

VanLandingham said that he wanted to use the space to collaborate with other local entrepreneurs to expand and showcase their brands.

“Flagstaff is known for its local, small town charm, and awesome and creative people,” John says. “We look forward to collaborating with them at MIX.”

“Now more than ever, we need to work together to keep local business front and center,” John says.

The MIX collaborative coffee shop features coffee roasted locally from Flagstaff’s Matador Coffee Roasting Co., grab & go food options prepared by a local dietitian behind EVOLVE Eats, locally cold-brewed craft tea from Tangletown Tea, and kombucha on tap brewed locally by Rock Stacker Kombucha. A large portion of the shop will be dedicated to retail in what they are calling the Collaborator Space.

Inside, guests will be welcomed with a completely renovated space filled with beautiful greenery, rattan and wicker, and modern seating areas. As MIX Flagstaff continues to curate its interior design in the coming weeks, guests can expect even more greenery and local businesses on display.

“I’m so thrilled to be a part of this new concept,” says Chelsea Thomas, owner of Plantae Flagstaff and one of Mix’s collaborative partners. “I just started my business here in Flag this year selling a variety of houseplants,” Chelsea says, “from tropicals to succulents to easy beginner plants. I already have a physical location, but being located right near the downtown Heritage Square means a lot for my small business.”

“I love the idea of helping small businesses like mine be more accessible to shoppers downtown,” Chelsea says, “and am excited to be a part of it.”

In addition to being a champion for local businesses, MIX Flagstaff has put in great effort to give back to the community by way of sustainability. All of the food and drink items at MIX, from the containers, to the flatware, to the coffee cups, lids, and straws are 100% compostable.

Abby Chan, MS, RDN, who owns EVOLVE Eats and runs the commercial kitchen that provides a place for other local businesses to safely prepare and serve their food, took the composting plan a step further.

“We are collaborating with Refugia Farms,” says Abby, “to handle the composting operations for MIX. Our goal is to reduce and repurpose our waste from MIX to enrich the soil for future food.”

MIX is open daily from 8am to 8pm, and is dog-friendly, has a patio that opens up to Heritage Square, provides free WiFi, and has indoor seating areas.

Local Flagstaff businesses who want to take advantage of Mix’s downtown location as a venue for their products may reach out directly via [www.mixflagstaff.com](http://www.mixflagstaff.com).

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120 N Leroux, in Old Town Shops

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Open Daily 8am – 8pm

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