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NYC coffee shop Roasting Plant to open in downtown Detroit this fall

BY THE DETROIT NEWS

Detroit— New York-based Roasting Plant will open its first coffee shop outside of New York City in the First National Building at Campus Martius in downtown Detroit in the fall, Rock Ventures LLC said Wednesday morning.

Roasting Plant's Detroit shop will offer customers 11 daily choices of coffee beans from around the globe; coffee will be brewed on the spot by a complex machine with pneumatic tubes, which is called a Javabot. The Javabot is a Roasting Plant creation.

The company's first floor location at the First National Building will have both indoor and outdoor seating. The building, at 660 Woodward Ave., is owned by Quicken Loans Inc. founder Dan Gilbert's Rock Ventures LLC.

"We are very excited to introduce the Roasting Plant experience to other parts of the country, so we jumped at the chance to open our first non-New York shop in the heart of resurging downtown Detroit," said Elizabeth Rose of Roasting Plant, a former Detroiter who used to run the halls of the First National Building as a child.

The company has two coffee shops in Manhattan.

The lease deal was brokered by Bedrock Real Estate Services LLC, Rock Ventures' full service property management firm.

"Roasting Plant's choice to come to downtown Detroit speaks to the national reputation we're developing as a place to see and be seen," said Matt Cullen, President and CEO of Rock Ventures. "Detroit offers a growing critical mass of young people who are looking for more retail, dining and entertainment options, as well as a great cup of coffee. We're excited that this unique coffee shop sees the opportunity here and is seizing it."

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