



## THE CROWN: ROYAL COFFEE LAB & TASTING ROOM FACT SHEET

The Crown: Royal Coffee Lab & Tasting Room

Address: 2523 Broadway Oakland, CA 94612

Open: Tuesday - Friday, 9:00 am - 6:00 pm, Saturdays, 9:00 am - 2:00 pm

The Crown is a coffee lab & tasting room open to coffee professionals and the public in the heart of Uptown Oakland, operated by family-owned specialty green coffee importer Royal Coffee, Inc. At The Crown, guests can:

**Sip coffee** in our non-traditional Tasting Room. While we don't have Wi-Fi or pastries, we do:

- Serve a world-class roasting coffee menu, with in-house roasted beans
- Offer 3 different coffee flights including Cold Brew Flights, Pour Over Flights and Espresso Flights
- Create seasonal, house-made Shrubs using produce from the South Berkeley Farmers Market
- Whip up tasty signature beverages, like the "Pedal & Pod" or "Cloudy with a Chance of Cold Brew"
- Partner with local chefs to host Brunch Pop Ups on select Saturdays
- Take our environmental and community impact seriously, so we charge a single-use .25 cent tax & coffee waste, 100% of which is donated to [Phat Beets](#), a local nonprofit focusing on bringing better equity to the Oakland food system

**Attend events** on a range of topics, sometimes directly, and other times tangentially, related to the coffee industry. Most events are free and we provide an option for guests to give a donation to [Grounds for Health](#), a non-profit dedicated to preventing cervical cancer in the coffee lands since 1996. Past events include:

- Presentations by the Director of the UC Davis Coffee Center and World Coffee Research
- Panel discussions on topics ranging from sustainability efforts, to issues at origin, to the Cannabis industry
- Community events like the Speciality Coffee Job Fair, Salsa-dance themed fundraisers, Meet the Artist spotlights, and donation based Yoga on the last Saturday of each month
- Coffee competitions, like the USA National Aeropress Competition and Regional Latte Art



**Contact Us:** (800) 843-0482 | [press@royalcoffee.com](mailto:press@royalcoffee.com)



#### Competitions

- Public Tastings, held weekly at 1:00 pm on Fridays
- Product Showcases & Live Demos

**Join us for a class or workshop** geared towards all levels of coffee education. Past classes have included:

- Introductory, Intermediate & Advanced Roasting Classes
- Introductory, Intermediate & Advanced Sensory Classes
- Introductory, Intermediate & Advanced Barista Classes
- Industry Certification Courses, in collaboration with the [Specialty Coffee Association](#), [Coffee Quality Institute](#) and [Cup of Excellence](#)

Behind the scenes, The Crown team keeps busy roasting green coffee beans sourced by Royal Coffee, Inc., most of which are [Crown Jewels](#), Royal's flagship, 22-lb green coffee product and publishing their full analysis. The team also writes about all aspects of the coffee industry on the [Royal blog](#) and major industry publications, like Roast Magazine and produces the newly launched podcast, The Crown Podcast.

