

Juan Valdez coffee shop opens in Miami airport

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Iconic Colombian coffee brand Juan Valdez Cafe opens shop in Miami airport where more than 35 million passengers pass through every year, the company announced Thursday.

The coffee shop, located in North Terminal D and operated in association with NewsLink newsagents, is the 7th Juan Valdez coffee shop in North America and the 15th airport branch.

"The decision for Juan Valdez Cafe to have a presence in one of the most important airports in the United States is part of a strategy which aims to achieve higher visibility of the brand of Colombian coffee-growers in high-traffic points, where a wide and multicultural group of consumers gather," said Hernan Mendez President of Procafecol. S.A., the company which operates the brand.

Mendez continued "Furthermore it is an additional point of service to the Latino population in the state of Florida, where the brand Juan Valdez is widely recognized."

Miami International Airport is the principal hub for passengers travelling from North America to South, and Central America and the Caribbean.

To celebrate this opening Juan Valdez, the man with the mule, who has represented the brand for over 50 years, will make an appearance at the new coffee shop.

Read more here: <http://colombiareports.com/colombia-news/economy/21451-juan-valdez-coffee-shop-opens-in-miami-airport.html>

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