



PRESS RELEASE

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**[BOOMTOWN COFFEE'S THIRD LOCATION BRINGS SPECIALTY COFFEE TO HOUSTON'S NEW UNDERGROUND FOOD HALL]**

**Boomtown joins local favorites in Understory to help redefine the Houston tunnel experience**

7/8/19 HOUSTON, TX

Local specialty coffee roaster Boomtown Coffee has launched its third location in Understory—a stylish new food hall connecting downtown Houston's street level with its tunnel network underneath the newly opened Bank of America Tower.

The space includes the same coffee menu found at the Heights and Main St. locations, with flavored lattes, single-origin coffees, and Boomtown signature beverages (including the Crüd, Boomtown's homage to New Orleans style coffee with chicory and vanilla). Understory is open to the public, and Boomtown will be open 7AM – 6PM during the work week. Boomtown neighbors local favorites such as Filipino-American street food and burger restaurant *Flip'n Patties* and the latest Ninfa's fast-casual concept *Mama Ninfa's Tacos y Tortas*.

Boomtown CEO Andrew Loreman is excited about the new venture, eager to see how Boomtown can help change the perception of the Houston tunnel experience: "We're challenging ourselves to combine the fast-paced environment of downtown with some genuine hospitality, so that whether our guests are coming for a quick bite or cup of coffee on the way to work or they're planning on getting some work done in Understory, we can add a little brightness to their day."



Chris Porto, Boomtown's Marketing and Communications Manager, sees great potential in utilizing the Understory space as more than a retail location: "The team at Understory reached out early in the process to get some events planned for the hall. I think we could do some really interesting things— brewing and latte art workshops, barista competitions, coffee industry panel discussions... I love the idea of bringing some creative energy and sense of community to the tunnels."

Boomtown will be offering commemorative tote bags for the first 100 customers at their Understory location. More information can be found at [boomtowncoffee.com](http://boomtowncoffee.com) and [@boomtowncoffee](https://www.instagram.com/boomtowncoffee) on Instagram.

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