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**PRESS RELEASE**

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## **Phinny Brewhouse To Expand into the First Apartment Brewhouse Franchise in New York City**

Phinny Brewhouse will bring high-quality coffees and teas to 3 more cozy apartment in New York City.

**NEW YORK, NY, July 6th, 2020** – In July 2020, Phinny Brewhouse announced that they would expand into a franchise business model with three more apartments carrying the Phinny brand. Unlike a typical franchise, Phinny Brewhouse will partner with other apartment owners to develop their brand. Under the brand of Phinny Brewhouse, these apartment owners will become business owners managing their brewing shops. Phinny Brewhouse's style of apartment brewing shop has been rising in popularity in New York since its first launch in June 2020. With these partnerships and significant expansion, Phinny will push this style of brewing shop even further.

While quickly expanding, Phinny Brewhouse will remain hidden and away from the busy street of New York City. At these new brewing houses, Phinny's popular drinks such as Phin Coffee will be provided to partnering business owners. However, they are highly encouraged to implement their signature flavors into the menu as well. More than just the list, owners of these brewhouses will have the freedom to blend in their visions through their decorations.

"By expanding into this unique franchise business model, Phinny hope to provide apartment owner with the opportunity to achieve their goal of managing a coffee shop in their style." Said Mr. Cee, Co-founder of Phinny Brewhouse, when asked about the inspiration for this business move. "By partnering with Phinny, I have the opportunity to focus on the creative process of building my coffeeshop without having the pressure of marketing. I am truly excited about this business model." Said Mr. Dee, a new partner of Phinny Brewhouse.

Launched in June 2020, Phinny Brewhouse set out to embrace the customers' sense of discovery and creativity. Even with the rapid expansion and a significant change to its business model, Phinny Brewhouse is still fully committed to these values. With this new business model, Phinny Brewhouse can now even advocate for business owners to realize their creative potential. Phinny Brewhouse's next three locations will respectively launch in September, November, and January 2021.

### **About Phinny Brewhouse**

Phinny Brewhouse is a franchise of coffee and tea shops hidden throughout the apartment space of New York City. Our mission is to bring the comfort of home to every coffee and tea lovers' brewing experience. At Phinny Brewhouse, we embrace the customers' sense of discovery and creativity through our highest quality of coffees and teas.

Follow Phinny Brewhouse on Instagram at [www.instagram.com/phinnybrewhouse](https://www.instagram.com/phinnybrewhouse) to receive the latest updates.