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Jesse Hakala bags City Girl Coffee at Alakef Coffee.



Steve Kuchera / skuchera@duluthnews.com  
Kayli Staubus picks foreign objects from roasted coffee beans mechanically separated from other beans.



Steve Kuchera / skuchera@duluthnews.com  
Kayli Staubus checks on the progress of coffee beans roasting for City Girl Coffee.



Steve Kuchera / skuchera@duluthnews.com  
Bags filled with City Girl Coffee sit at Alakef Coffee.

# COFFEE

Continued from page 6

The story resonated with her, as her parents came from humble backgrounds.

“That’s when I started to do my own research and realize how significant that equity is for not only these women and their families, but these communities in these countries. And what investing in the future of empowering these women would do,” she said.

So Bohbot settled on a mission to help others through a new brand.

“For virtually the entirety of our company’s history, we’ve been giving back to local nonprofits and charities and organizations simply because it was the right thing to do,” Bohbot said.

Although feedback has been “fantastic,” she said some were initially skeptical if a mission-focused brand could succeed in grocery stores.

But City Girl’s launch came at the right time, she said, as present-day consumers feel connected to brands. The Duluth community has recognized this and welcomed the brand, she said.

“I think consumers are looking for brands that aren’t just a marketing ploy,” she said. “People are really supportive of the mission that we’re trying to create and the coffee’s really good.”

Alakef and City Girl’s coffee beans are both available on Amazon, as well as on shelves in the Midwest and on the East Coast.

“While we still have ... fabulous and loyal customers around the area, we wanted to really open ourselves up to the possibility of a different type of consumer, and so City Girl has given us that opportunity,” she said.

**MAKE A DIFFERENCE!**

- Coffee is sourced from women owned farms and co-operatives.
- A portion of every sale is given back to non-profit organizations that support these women in their country of origin.
- We are a certified women owned business.
- We proudly roast our coffee in Duluth, MN.

CITYGIRLCOFFEE.COM

Roasted by Alakef Coffee Roasters, Inc. Duluth, Minnesota 55805  
Toll Free: 1.800.438.9228 · www.alakef.com

CERTIFIED ORGANIC  
BY MINNESOTA CROP  
IMPROVEMENT ASSOCIATION

Steve Kuchera / skuchera@duluthnews.com  
The back of a City Girl Coffee bag tells consumers how they are making a difference.

# Makeup that Matters

**Problem:**  
IT IS REALLY HARD TO KNOW WHAT IS IN YOUR MAKEUP & SKINCARE PRODUCTS. With over 80,000 available chemicals and only 1,300 or so that have been tested, how do you know what you should use, what is safe for your skin and what has been sourced sustainably?

**Solution:**  
The best way is to watch it be made for you or even better, **TO MAKE IT YOURSELF!**

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