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Cafetano in the Strip to rebrand as Soluna to reflect expanded offering to include alcoholic beverages

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Cafetano, a coffee shop led by Honduran native Mirko Cuculiza, is rebranding its Strip District shop to Soluna, the new name reflecting a day-and-night expansion in strategy.

After nearly a year of operation in the Strip, the venture is changing its name to Soluna along with getting a new liquor license as it works to include a new bar offering focused on a selection of authentic mezcal, the Mexican-made drink expected to also include a family-owned brand that is a LGBTQIA+-owned business.

The change reflects an expansion in the offerings of the business in 1601 Penn Ave., the 7,600-square-foot former location of Gaucho Parrilla



Argentina next to the 16th Street Bridge.

Ross-based Specialty Group is working with the business to transfer a liquor license to enable the new Soluna to be able to serve a mix of cocktails and other alcoholic beverages.

The business expects to stay open and operating as its established coffee shop through the transition, with the full rebranding expected to take place by the end of the year.

Sidney Sokoloff, a vice president with Specialty Group who worked on the assignment, called it a "no brainer" to add offering alcohol in what's become a very well known business.

Tim Schooley

Reporter

Pittsburgh Business Times



JUANCARLOS GUTIERREZ

A photo of the branding and the exterior renovations underway at Cafetano Pittsburgh, a new coffee shop and roastery set to open in the Strip by Honduras-based entrepreneur Mirko Cuculiza