



HOSPITALITY COMPANY WILCUMA UNVEILS PLANS FOR INAUGURAL PROPRIETARY CONCEPT, EL CONDOR COFFEE ROASTER & CAFÉ

Funding for one-of-a-kind coffee brand launches via WeFunder

(New York, NY; December 1, 2020)—Innovative hospitality company [Wilcuma](#) today announces that the funding campaign for its proprietary coffee concept, El Condor, is live on equity crowdfunding platform Wefunder. Blending the best of American and European coffee cultures, El Condor is a full-service experience and brand that revolves around comfort, convenience, flexibility, lifestyle and impeccable redefined hospitality. Aiming to encouraging entrepreneurs to seek capital and revitalize the economy with new ventures post-pandemic, the SEC recently relaxed crowdfunding regulations, bringing Wilcuma cofounders Nicolas Simon and Mucjon Demiraj to seek El Condor's investors via Wefunder. With a long-term plan to open over 50 coffee roasters and cafes in select key markets, Wilcuma has set a capital raise goal to fund the first three locations of El Condor, all planned to open in New York City in 2021.

Committed to sustainability, fair trade, seasonal sourcing and coffee education, El Condor plans to offer an all-day cafe experience in each location, with retail components available on site and via an ecommerce platform, and wholesale with select hotel and restaurant accounts. El Condor's initial location, complete with a basement for roasting and outdoor patio for guests, has been secured in Spanish Harlem, while coworking space Primary serves as the brand's second and third coffee counter locations in FiDi and Chelsea. By expanding to different neighborhoods in New York City within the first year, El Condor hopes to garner a diverse following by purposefully avoiding a cookie-cutter approach to each location, proving the concept in different configurations.

El Condor's proposed interior design is airy and bright, embracing efficiency, approachability, versatility and cleanliness, welcoming guests whether they are grabbing coffee or a pastry to-go, catching up with a friend for an hour, or working from the café. The coffee blends vary depending on seasons and drink

types, putting quality of execution and service over commitment to a single bean origin. In addition to coffee, other hot and cold drinks will also be available, as well as a selection of rotating fresh fruit juices, smoothies, healthy sodas and kombuchas, and a short selection of local beer, cider, and wine. The prospective all-day food menu offers creative and enticing house-made items including pastries like a 'Cacio e pepe' scone; salads, toasts, and grain bowls including the 'All-day, everyday bowl' with crunchy quinoa, avocado, sugar snap peas, watercress, golden raisins and soft-boiled egg with creamy green goddess dressing; as well as yogurt, oats, and chia bowls.

"As businesses closed during the pandemic, coffee shops were categorized as essential and allowed to remain open if they so chose. Our goal with El Condor is to take this staple, mass market product that has offered a sense of comfort to many, and approach it with premium levels of hospitality and the necessary adaptability to the future of small businesses – it's a brand that will go way beyond the four walls of its locations," says Wilcuma cofounder Nicolas Simon. "No detail, including each shop's soundtrack and the shape of our cups, will be overlooked, and we are seeking investors who share our vision. We aim to play an active role in the recovery of New York City's hospitality industry and embrace a new reality through creative changes to a popular constant."

At the parent company level, Wilcuma offers a comprehensive approach to hospitality with impeccable standards, high quality products and service, and a strong and equal focus on all fundamentals, emphasizing the importance of total transparency vis-à-vis their guests, clients, teams, vendors, business partners, and investors. Wilcuma's overarching objective is to make the industry a better ecosystem for all parties.

For more information on El Condor and Wilcuma's capital raise goals, the brand's investment deck is available [here](#) and the Wefunder profile can be accessed [here](#).

To learn more about Wilcuma and their suite of cutting edge services, partnerships, and properties, please visit their website at www.wilcuma.com, or follow @wilcumallc on [Instagram](#), [Facebook](#), and [LinkedIn](#).

About Wilcuma

Founded in 2016, Wilcuma is a full-service hospitality company, developing and operating proprietary F&B concepts as well as assisting select clients achieve their own goals through a wide range of services. A team of epicures, aesthetes, and business stalwarts, Wilcuma reimagines familiar food and beverage experiences and offers consulting, management, development, and commercial real estate to its partners. Old English for "welcome guest," Wilcuma exists to comfort and excite with a forward-thinking approach to hospitality business. For more information on our company, please visit www.wilcuma.com.

**FOR MORE INFORMATION, PLEASE CONTACT
HANNAH JACOBS OR JESSICA KLUGE AT WAGSTAFF
hannah@wagstaffmktg.com | jkluge@wagstaffmktg.com**

##

WAGSTAFF
MEDIA & MARKETING