

Midtown Manhattan's Trademark Turns to New Brand Four J for Revamped Coffee Program



In bustling Midtown Manhattan, Trademark Taste + Grind has revamped its coffee program with the addition of a new roasted coffee brand called Four J Coffee.

The coffee brand is a sister of Four J Foods, a primarily home-focused packaged specialty food brand created by New York chefs Joey Campanaro, Jonathan Waxman, Jimmy Bradley and Jason Giagrande with distribution — including to HEB grocery stores — through Austin, Texas-based Cookwell & Company.

While the Four J Foods brand has primarily focused on bottled sauces, salsas and dressings, the group recently launched Four J Coffee through a collaboration with longtime coffee roaster and consultant Jennifer Stone. A licensed Q-grader and past international judge for the Cup of Excellence, Stone founded the International Coffee Group 20 years ago in Chattanooga, Tenn., and is also the founder and CEO of the New York-based specialty brand Demours Coffee.

The New York-based In Good Company hospitality group — which does catering and hospitality wholesale service in addition to owning eight restaurants and bars in Manhattan, Brooklyn and Queens — opened Trademark Taste + Grind last April. Located inside the Executive Hotel Le Soleil Hotel on West 36th Street, the dual-focus concept — food in a front room, coffee in a back room — received largely glowing reviews on both fronts.

Four J now provides the beans for Trademark's coffee program, which is supported by a snazzy red Mavam UC2 setup for espresso.

The Same Page

