

ETHAN CONRAD

PROPERTIES INC.

FOR IMMEDIATE RELEASE

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ETHAN CONRAD PROPERTIES ANNOUNCES LEASE AGREEMENT WITH CON AZUCAR CAFÉ IN SACRAMENTO

Bringing a New Experience to Downtown Sacramento

Sacramento, CA – September 3, 2024: Ethan Conrad Properties is thrilled to announce the signing of a new lease with *Con Azucar Café*, a unique and culturally rich café set to open in downtown Sacramento. This exciting new venture aims to bring a taste of Mexico fused with the vibrant U.S. coffee culture to our local community.

Con Azucar Café is more than just a coffee shop with over [320,000 Instagram followers](#); it's the realization of a shared dream among friends. The founders envisioned a space that would delight visitors' palates and spark an interest in and appreciation for Mexican culture.

Imagine stepping into a café where every sip and bite transports you to the heart of Mexico, a vibrant journey through flavors that burst with authenticity and tradition. At Con Azúcar Café, the rich essence of Mexican culture comes alive in every sip and taste, from the handcrafted pastries to the aromatic coffee that fills the air. Each corner of the café is adorned with flowers that mirror the vivid colors of Mexico's flag, symbolizing the joy and passion-infused in every cup they serve. It is a little piece of Mexico in every sip, smile, and shared moment.

Con Azucar Café's existing locations are in San Jose (3), Bakersfield, and Omaha, NE. They are in the process of expanding to additional locations in the Northern California area, including **Downtown Sacramento!**

"We are excited to support the vision of Con Azucar Café," said Ethan Conrad, CEO at Ethan Conrad Properties. *"This café will bring a fresh and vibrant addition to our K Street building, enhancing Downtown Sacramento's food and beverage scene with something truly distinctive for our community."*

This café has rapidly become a fun, fast-growing favorite in the Bay Area, gaining immense popularity and a vast social media following. The café will feature a menu that celebrates Mexico's rich and diverse flavors, from artisanal coffee brewed with traditional techniques to a selection of sweet and savory treats inspired by Mexican cuisine. *Con Azucar Café* is committed to creating a colorful and inviting atmosphere where culture and coffee converge.

"We have developed some exciting marketing strategies that will build strong anticipation, not only among our existing customers but also within the wider community that has yet to discover us," said Alan Jimenez, Owner of *Con Azucar Café-Sacramento*.

CON AZUCAR
CAFÉ



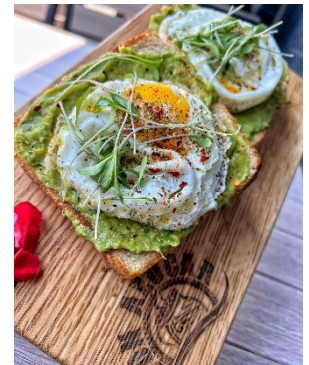
A "Cafecito" and a "Panecito"?

Live the most viral experience on social networks, meet the concha, and accompany it with a "cafecito."

Visit their Instagram
@conazucarcafe!

Over 320K followers!

Con Azucar Café will soon open in Downtown Sacramento, occupying an approximately 3,150 square foot space at 630 K Street, Suite 100. The café plans to welcome customers in about three months. Learn more about them at conazucarcafe.com. Stay tuned for updates on the grand opening and more details on what this exceptional café has to offer.



About Ethan Conrad Properties:

Ethan Conrad Properties is one of northern California's largest vertically integrated commercial real estate companies specializing in retail centers, office buildings, and industrial complexes throughout the greater Sacramento region.

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