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**FOR IMMEDIATE RELEASE**

**Urbane Cafe's Latest Grand Opening  
Includes Charitable Giving**

*Today's fast casual restaurants need more than just great food to succeed.  
Urbane Cafe's latest Grand Opening is a perfect example.*

**ALISO VIEJO – October 29th, 2018** – Voted for having “Best Sandwich” by the Ventura County Reporter, **Urbane Cafe** is opening its newest cafe in Aliso Viejo, located in the Aliso Town center at 26921 Aliso Creek Road. Aliso Viejo, CA on Monday, October 29 at 11:00 am. The Aliso Viejo location will become the 17<sup>th</sup> family-owned cafe in Southern California. To celebrate its opening, Urbane Cafe will host a week of special giveaways, fundraisers, and complimentary meals starting Friday, October 26 at 11:30am. Guest may sign up for a special invitation to the event on Eventbrite by searching Urbane Café in Aliso Viejo.

Before it officially opens its doors, Urbane Cafe plans to match funds donated by patrons supporting the Pediatric Cancer Research Foundation during the Pre-Grand Opening Fundraiser on Saturday, October 27<sup>th</sup>.

Tom Holt, the owner and founder of Urbane Cafe, stated, “Giving back to our local communities and being socially responsible is a major, foundational pillar that has supported our Urbane Cafe brand from the very first opening of Urbane Cafe 15 years ago. It is important for our staff to connect with our guests and to care about our community in the very same way we care about the preparation of our hearty, fresh, focaccia sandwiches and generous, healthy salads and bowls.”

All three pre-events will lead up to the official grand opening on Monday, October 29<sup>th</sup> where the first 50 guests in line will be eligible to win free sandwiches for a month, and all will receive a special giveaway. Opening day will be filled with celebrations and giveaways. On Tuesday, October 30, Urbane Cafe will share the love with local teachers in the community, and those hard-working employees at the Superintendent's office, by providing complimentary meals and a special gift for the first 50 teachers (must show valid current ID). On Wednesday, October 31, all kids in costume will receive a complimentary kids café meal and a special treat. On Thursday, November 1<sup>st</sup>, Urbane Cafe will provide complimentary meals for all our hard-working law enforcement, firefighters and veterans. Finally, on Friday, November 2<sup>nd</sup>, local neighbors possessing a golden ticket will receive a complimentary meal. Local businesses be on the lookout for our Urbane team who will randomly be passing out golden tickets! Come join the celebrations!

**Schedule of events:**

***Friday, October 26<sup>th</sup>, 11:30 – 1:30 or 5:00pm – 7:00pm***

**PRE-GRAND OPENING – VIP PARTY** - Local residents and Urbane fans sign up at <https://www.eventbrite.com/e/urbane-cafe-exclusive-pre-opening-vip-party-tickets-51438020504>. Allow us to spoil you with a handcrafted sandwich or farm-fresh salad, craft sodas, house made lemonades and delicious freshly baked cookies. Visit [urbanecafe.com](http://urbanecafe.com) for details

***Saturday, October 27<sup>th</sup>, 11:30am – 1:30pm***

**PEDIATRIC CANCER RESEARCH FOUNDATION** - The Pediatric Cancer Research Foundation has been sustained for the last 35 years thanks to the caring investment of individuals, organizations, and businesses. They are located in Irvine California and currently fund 13 institutions across the country. Cancer knows no boundaries, and neither do they.

***Monday, October 29<sup>th</sup>, 11:00am – 9:00pm***

**URBANE CAFE'S OFFICIAL GRAND OPENING**

First 50 guests in line will receive a free gift and be entered to win free sandwiches for a month. The entire day will be filled with giveaways and treats!

***Tuesday, October 30<sup>th</sup>, 11:00am – 9:00pm***

**TEACHER APPRECIATION DAY**

All current teachers showing their ID will receive a complimentary sandwich or salad, AND first 50 will receive a special gift.

***Wednesday, October 31<sup>st</sup>, 11:00am – 9:00pm***

**KIDS EAT FREE IN COSTUME**

All Kids (12 and under) in costume receive a free kids café meal and a special treat. Complimentary cookies will be passed around for all.

***Thursday, November 1<sup>st</sup>, 11:00am – 9:00pm***

**SERVICE GIVE BACK DAY**

As a way to thank our local civil service personnel, all of our well-deserving, hard-working Law Enforcement, Fire personnel and Veterans will dine free. ID required

***Friday, November 2<sup>nd</sup>, 11:00am – 9:00pm***

**LOVE OUR NEIGHBORS DAY** – Local Urbane Cafe neighbors will randomly receive menus the week before opening. Lucky winners will find a golden ticket inside the menu. Those possessing a golden ticket will receive a complimentary meal on this day. Guests must present their golden ticket to redeem their reward.

Urbane Cafe would be delighted to have their local community members join them for one of these fun, worthwhile events. For more information about their opening events or questions about Urbane Cafe, please visit <https://urbanecafe.com>, contact Christi Christian at [Christi@urbanecafe.com](mailto:Christi@urbanecafe.com), or call (805) 648.2500.

**Event Location:**

Urbane Cafe  
26921 Aliso Creek Road,  
Aliso Viejo, CA  
(949) 407-5154

**Social:**

Facebook: <https://www.facebook.com/UrbaneCafeAlisoViejo>

Twitter: <https://twitter.com/UrbaneCafe>

Instagram: <https://www.instagram.com/UrbaneCafe/>

**ABOUT URBANE CAFE**

Known for its fresh fire-baked focaccia breads, hand-carved meats and hearty salads, Urbane Cafe is a consistent favorite on Yelp, Google, TripAdvisor and other restaurant review websites. Popular with health-and-budget-conscious customers for 15 years, Urbane Cafe is a lunch and dinner destination for families and business people who want a fast, fresh, affordable meal. The lunch and dinner menu at each Urbane Cafe restaurant features fresh, healthy sandwiches and salads served in a warm, inviting setting. Catering and Take-Out are also popular. Though the restaurants span from Southern California to the Central Coast, owner Tom Holt retains a close, hands-on role in every aspect of the business, ensuring that standards of quality are consistent throughout the chain.

**URBANE CAFE HISTORY**

It all started in 2003 when owner Tom Holt realized there was a missing niche in the Ventura restaurant scene. He wanted a great sandwich and salad – something different, while still being dedicated to delicious tasting food. He understood that every great sandwich starts with the freshest of bread, so he designed the cafe around a hearth oven. Working with his friend Pete, they came up with a bread recipe that was soft, delicious and baked fresh, right in front of your eyes. It didn't stop there though, he created a menu centered around locally sourced ingredients, juicy-roasted meats, and crafted sauces to give each creation its own unique flavor. Urbane Cafe loves being the place where friends, family and communities gather to celebrate and make memories over delicious food. Our passion is to have our guests walk out happy every time and keep them coming back for more.

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