



## Café Sierra/Brews Brothers Coffee

Sierra Vista, Ariz.  
John Murphy

About two years ago, Arizona's Sierra Vista Public Library was ready for an upgrade. When staff members asked the community how they could improve the library, they received scores of requests for a more inviting atmosphere and a friendlier environment. With that goal in my mind, Café Sierra was born. Located inside the library, the coffee shop serves Brews Brothers Coffee, a small roasting operation owned by John Murphy. Since the café opened, traffic in the library has increased, with book circulation up 15 percent.

**Q:** Once plans for the café were announced, how did you come to supply the coffee?  
**A:** The city library's director put it out there to all the big roasting companies, and they all thought it was too small of an operation and area. We heard they were looking for someone, and we were looking for an outlet for our coffee.

**Q:** Were you involved early enough that you could help design the space?  
**A:** Yes. We didn't want it to be a coffee-cart situation. The library is very modern, and they have a main lobby that's sort of separate from the library itself, and they had a couple of conference rooms in there and a small kitchen area. I got out my CAD [architecture design] program and did some design to show them how we might be able to incorporate the lobby area with seating, and then also turn this kitchen area into an espresso bar. And basically once they looked at the plans they accepted our proposal, and it took us about a year to get everything built the way we wanted it. The library was very good about allowing us freedom to choose the furniture and some of the things in the kitchen. Because it's a very small kitchen area, we had to use it extremely efficiently.

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**Q:** How did your menu evolve after you opened?

**A:** It started out being a full espresso bar. We added some pastries at first, then it morphed into an actual light lunch and dinner place. It turned out that everyone wanted to stay at the library. They loved the idea of not having to go back out again to get a coffee or something to eat.

**Q:** Bookstore cafés are very popular, and customers can usually read books in the café. Can customers bring library books into the café, and drinks into the library?

**A:** Yes they can. Before we opened, we decided we needed to allow that. There are people in the library business who have frowned on it and said that food, drinks and books don't mix. But those people came to realize that they were checking out books to people who would take them home, and they would obviously be eating or drinking with those books. And they found very little damage being done to those books. So they figured, if they were being careful with them at home, why wouldn't they be careful with them in the library? ☘



An advertisement for Caravan Coffee. At the top, two men are smiling and standing in front of a building. Below them, the text reads "DIRECT RELATIONSHIPS ARTISAN ROASTED BY ROASTMASTER PAUL ALLEN, CERTIFIED Q-GRADER". The background is a large pile of coffee beans. In the bottom left, there is a logo for "Caravan Coffee" featuring a camel and the text "TASTE THE MAGIC™". At the bottom, it says "GET THE SUPPORT YOU DESERVE FROM YOUR COFFEE ROASTER 1.800.875.5282 | CARAVANCOFFEE.COM".

An advertisement for Laranzato coffee machines. At the top, the brand name "Laranzato" is written in a stylized, cursive font next to a yellow circular logo with a black silhouette of a person's head. Below this, the text reads "ITALIAN PERFORMANCE AND DESIGN" followed by a list of features: "Optional (MTS) Milk Temperature Sensor", "High Groups for paper cups", "Advanced Electronics with LCD Display", and "Programmable pre-infusion and boiler temperature". In the center, a black and silver espresso machine is shown with two white coffee cups on the tray. Below the machine, it says "GREEN ME-2 PLUS TALL" and "SERIOUS MACHINES, SILLY PRICES!". At the bottom, the website "WWW.LARANZATO.COM" and phone number "1-800-748-7538" are listed.