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Chula Vista, Calif. –The first boutique coffee bar operating on the Metropolitan Transit System’s (MTS) Trolley line officially opened for business today at the E Street Transit Center in Chula Vista. Officials from MTS and the City of Chula Vista, transit riders and community members participated in a ribbon cutting ceremony for Cool Down Coffee, providing transit riders and local residents a new and convenient refreshment option along the Trolley’s Blue Line.

“This is a good opportunity for a local small business owner working in a growing San Diego industry along a busy corridor,” said MTS Board Chairman Harry Mathis. “The E Street Transit Center is very busy with more than 6,000 passengers getting on and off Trolleys and buses every day. We are excited to welcome this new amenity for our passengers.”

The E Street Transit Center was recently remodeled as part of the \$600 million Trolley Renewal project, providing the station with modern amenities, new shelters, better lighting and pedestrian-friendly walking paths.

Cool Down Coffee has remodeled the former information center and hopes to become a part of San Diego's rapidly growing coffee culture. There are more than 400 coffee houses now open in the San Diego region. Alejandro Welti, Cool Down Coffee's head craftsman, has worked in the coffee business for 23 years and owned a coffee bar in Puebla, Mexico, prior to resettling his family in Chula Vista. Welti's partner, Salvador Pantoja, is also from Puebla.

"This is a great addition to the E Street Transit Center and we are pleased that the first boutique coffee bar in the MTS system is in Chula Vista," said Chula Vista Mayor Mary Casillas Salas. "We are happy the E Street Transit Center will contribute to a great transit experience for commuters and visitors."

Welti will operate Cool Down Coffee with the assistance of his wife, son and daughter. The South Bay coffee bar offers organic coffee, freshly-made smoothies, sandwiches and baked products. Cool Down Coffee's products are locally sourced from Café Virtoso in Barrio Logan, and certified organic and fair trade. In addition to food and drinks, Cool Down Coffee will also make transit information available to MTS riders.

"This is a great location for Cool Down Coffee. We were seeking more exposure, more diversity and more community. We are able to achieve all of this at the E Street Transit Center," said Alex Welti, co-owner of Cool Down Coffee. "We want residents, transit passengers and tourists to all spend time here and build on our sense of community."

Photo (from L – R): MTS Board Chairman Harry Mathis; Laura Welti, Cool Down Coffee; City of Chula Vista Mayor Mary Salas; Alex Welti, co-owner of Cool Down Coffee

About Cool Down Coffee

Cool Down Coffee is located at the E Street Trolley Station, 750 E Street, Chula Vista 91910. It is open Monday – Friday, 6 a.m. to 6 p.m.; Saturday, 7 a.m. to 4 p.m.; and closed Sunday. For more information visit the website at www.cooldowncoffee.com.

About MTS

MTS operates 95 bus routes and three Trolley lines on 53 miles of double-tracked railway. Every weekday more than 300,000 passenger trips are taken on MTS bus and Trolley services. For more information on how you can use public transportation and save money, go to www.sdmts.com.

About the City of Chula Vista

The City of Chula Vista is located at the center of one of the richest cultural, economic and environmentally diverse zones in the United States. It is the second-largest City in San Diego County with a population of 250,000. Chula Vista boasts more than 50 square miles of coastal landscape, canyons, rolling hills, mountains, quality parks, and miles of trails. Chula Vista is a leader in conservation and renewable energy, has outstanding public schools, and has been named one of the top safest cities in the country. Established neighborhoods, contemporary communities, start-up firms, corporations, nationally recognized entertainment venues, the Olympic Training Center, an award winning nature center and a historic downtown all contribute to Chula Vista's attraction for both families and businesses. For more information, visit www.chulavistaca.gov

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