



A VEGAN CAFE 'POUR' LA GENTE

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WHO AM I?

Nadia Marina, aka La Jefa of Plántate Café, reflects a Spanglish voice of pride and humor, while honoring and seamlessly integrating tradition into the modern world.

ABOUT MY CAFE

Plántate Café is a vibrant and innovative plant-based coffee trailer that is redefining the coffee industry with its creative and wholesome offerings. Located in the heart of Burbank, Plántate Café has quickly become a beloved destination for coffee snobs, adventurers, and those seeking flavorful and sustainable drinks to quench their thirst.

**A PLANT-BASED PARADISE****COMMUNIDAD BY THE CUP**

Plántate Café is excited to announce its partnership with Tansy, aimed at creating a vibrant hub for community events. These initiatives include acoustic concerts, open mics, makers markets, workshops, and sound baths. This expansion of Plántate Café's offerings underscores our dedication to fostering a sense of togetherness, cultural celebration, and artistic expression within our community.

MISSION. VISION. IDENTITY

MISSION

Plántate Café's mission is to share the vibrant flavors of Mexico and the richness of handcrafted, traditional recipes that can be both wholesome and delicious, inclusive and accessible within the community. The aim is to challenge stereotypes surrounding Mexican cuisine, debunking misconceptions about its healthfulness and celebrate the culture of Mexican Americans while simultaneously providing vegan and gluten-free options to the community. Plántate Café is a cafe for all.

VISION

Plántate Café's vision is to expand into a brick-and-mortar establishment that opens its doors early and closes late, providing an inspiring and welcoming space for the community to gather. This will be a café offering indoor seating as well as a spacious outdoor area, allowing patrons to connect with nature while enjoying their treats in an inviting environment characterized by bright colors, local art, and atmosphere that effortlessly become a second home. By creating an environment that encourages interaction and shared experiences, Plántate Café aspires to be a catalyst for community growth and enrichment.

IDENTITY

Plántate Café's brand identity is an embodiment of Nadia's personality. It reflects a Spanglish voice of pride and humor, honoring tradition while seamlessly integrating it into the modern world. The brand exudes un-apologeticness, honesty, and excitement. Just as Nadia has poured her heart and soul into crafting the café experience, the brand encapsulates her values, experiences, and unique perspective.

MENU HIGHLIGHTS

Plántate Café is known for its exceptional array of vegan Mexican-inspired drinks and pastries, all made from scratch by local bakers. Customer favorites include:

Horchata: A traditional and beloved Mexican rice milk drink, reimaged in a vegan version with rice, almonds, cinnamon, and vanilla.

Chi Chi Rodriguez: A Latino Arnold Palmer that combines organic lemonade with Agua de Jamaica, creating a balanced and invigorating refreshment.

Café de Olla: A deeply rooted Mexican coffee tradition, Plántate's Café de Olla pays homage to the past while embracing the future, offering a flavorful journey in every sip with piloncillo, cinnamon, cloves, and star anise.

Keeping with her mission, Nadia sought out local bakers to uplift through her business. Since all of the bakers are single person operations, she created a pastry schedule that allows them to strive to keep a healthy work-life balance.

1. Pastry Schedule

- Mayan Cinnamon Roll: Goody Center's classic cinnamon roll drizzled with Plántate's signature Mayan Chocolate Sauce
- Mija's Bakery: A collection of conchas, croissants, and fruit turnovers
- Little Gnome Bakes: Pistachio rolls, chocolate babka, and raspberry tarts

2. Gluten Free and Vegan Cookies

- Maple Ginger Spice by Whimsic Whisk
- Honey Lemon Lavender by Whimsic Whisk
- Guava Shortbread by Tres Café
- Chocolate Chip by Crumbs

LA HISTORIA

Plántate Café was born out of a passion for cultural flavors, entrepreneurship, and a desire for a better quality of life. Founder Nadia Marina, a former actor, found herself at a crossroads during the COVID-19 pandemic. Juggling the challenges of being at home with her children, while growing increasingly disillusioned with the acting industry, Nadia was determined to carve out a new path for herself and her family — all while making sure to be home by dinnertime every night.

Recognizing the need for a creative outlet and a more fulfilling career, Nadia embarked on a journey to build something new and meaningful. Alongside her husband, David, who also wanted to escape the daily 9 - 5, they started a business that would provide both financial stability and creative freedom.

With a background in coffee and restaurant management, Nadia decided to channel her expertise into the café industry. Inspired by her aunt's restaurant ownership she chose coffee as her canvas for innovation. Infusing her Mexican heritage and affinity for bold flavors, she aimed to create a coffee program that stood out in an overflowing market. The vision was clear: a vibrant, colorful, and flavor-rich café experience that celebrated maximalism and community collaboration.

However, the path wasn't without challenges. Funding was a hurdle that demanded a "proof of concept." Nadia approached another female-owned business, a local plant and home decor shop called Tansy. Tansy's owner, Shawna Christian would quickly become a friend and mentor, their friendship kicking off a collaboration that would evolve over two years of weekend pop-ups featuring cold brew and aqua frescas in Tansy's garden.

As the drinks gained traction and community support, Nadia aspired to establish a more permanent physical presence. The initial budget constraints and microloan availability led to a creative solution: a mobile food trailer. Through a deepening partnership with Shawna, Plántate Café found its home within Tansy's garden. The mobile food trailer concept not only enabled Nadia to overcome financial barriers, but it also embodied the spirit of adaptability and resilience.

Today, Plántate Café flourishes as a testament to determination, passion, and what women can create together. It stands as a symbol of **breaking free from the ordinary**, celebrating diversity, and embracing the full spectrum of flavors and experiences that life has to offer.

MÁS

Recent Developments:

Plántate Café has recently expanded from a fold-out table weekend pop-up to a full-time coffee trailer. This transition represents the café's growth and commitment to providing a consistent and accessible culinary experience to its patrons. Plántate Café's journey has also attracted attention from notable media outlets, such as Voyage LA and Shout Out LA, further highlighting its impact on the community.

[Bold Journey](#)

[Voyage LA Interview](#)

[Shout Out LA Feature](#)

**Social Media:**

[Instagram](#)

[Yelp](#)

For media inquiries, interviews, or additional information, please contact Nadia Marina at admin@agustin.la

Follow Plántate Café on social media for the latest updates, events, and culinary inspiration.

PLÁNTATE CAFÉ