

# King of Clubs coffee business eyes expansion in upper York

King of Clubs roasts and supplies coffee beans, packages beans in single-serve pods, makes cold brew coffee in bottles and kegs and makes nitro coffee available in kegs, the owner said. - Original Credit: Courtesy of King of Clubs Coffee - Original Source: Handout (Courtesy of King of Clubs / HANDOUT)



**Tara Bozick**

Staff writer

A startup coffee company is looking to expand in a warehouse facility in upper York County, the owner said.

“I think there’s an opportunity for cold brew and nitro coffee in the area,” owner Lance Zaal said, adding the business has garnered a solid local following.

ADVERTISING

Earlier in October, King of Clubs Coffee was awarded a \$20,000 economic development grant from the York Economic Development Authority to help reimburse equipment costs on the condition the business signs a three-year lease in the county, York Economic Development Director Jim Noel said.

The projected tax revenue is estimated to exceed the grant amount within two years, Noel said. As the business expands, the EDA’s goal is to see it grow in York County, he added.

“This is a very popular type of business now. It’s a tourist attraction,” Noel said. “People are looking for local, customized coffee blends.”



York's EDA also awarded a \$20,000 grant to Mobjack Bay Coffee Roasters this past summer to help with upgrades in the historic Cole Digges House at 411 Main St., according to EDA minutes.

King of Clubs roasts and supplies coffee beans, packages beans in single-serve pods, makes cold brew coffee in bottles and kegs and makes nitro coffee available in kegs, Zaal said. Nitro coffee is a cold brew infused with nitrogen gas that makes for a drink that's sweeter and smoother, Zaal said. Cold-brewed coffee is also less acidic.

The family-owned Revolution Golf and Grille at 1430 High St. in Williamsburg started selling the company's nitro brew on

The company is still looking for a warehouse facility with the goal of

having a storefront and small cafe area in the front lobby, Zaal said. Visitors can tour the coffee-roasting production space much like people tour craft breweries, and Zaal said he also plans to offer classes.

"It will be a fun place for people to come and not just get some coffee, but also learn a lot about it," the 34-year-old said.

The business keeps a space at the Ignition business incubator at 1006 Richmond Road in Williamsburg. King of Clubs sells to consumers from its own website and has coffee beans and single-serve pods for sale at the new Earth Fare grocery store in Midtown Row at 208 Monticello Ave. Other stores and restaurants in the Williamsburg area also carry its products.

The family-owned Revolution Golf and Grille at 1430 High St. in Williamsburg started selling the company's nitro brew on tap a few weeks ago, general manager Jacquelyn Liebler said. The business, which opened in June 2017, wanted to switch up its variety and likes supporting other local businesses, including local craft beer brewers.

“It’s one of those unique twists to coffee,” Liebler said.

Aromas in Newport News City Center at Oyster Point started selling the nitro brew on its nitro line about six weeks ago, and it’s been well-received, said founder Don Pratt. The coffee can also be flavored like other coffees.

“It’s very trendy right now,” said Pratt, whose business also roasts its own coffees. “It’s another interesting, creative approach to coffee. I like it for that reason. In any kind of industry, there’s got to be some kind of innovation to keep the excitement going.”

King of Clubs currently roasts Colombian and Guatemalan fair trade-certified coffee beans and recently added decaf and espresso beans, Zaal said. The business plans to sell single-serve pods compatible with Nespresso OriginalLine machines, in addition to kombucha, a fermented tea.

King of Clubs is lining up financing for its facility and is raising capital, Zaal said. Once the business gets into a home base, it will be easier to expand, he said.

You can find more about King of Clubs at [kocbrewing.com](http://kocbrewing.com).