

PRESS RELEASE – Candor Realty

The Gardner Team is excited to Announce a new business opening later this year. Construction should be starting in the coming weeks, keep an eye out for future updates and Grand Opening Dates!

March 14, 2024 –
GARDNER –
Brilla Coffee
Roasters is the
latest business to
announce that they
will be opening in
Gardner in 2024.
They are set to
begin construction
for their new
location at 25
Main Street,
commonly referred
to as the Bullnose
Building in
Gardner. This site
is also widely
recognized by the
two lion statues
that stand by its
doors downtown.



Currently based out of Holden and Northborough, the coffee shop has been quite successful since they started their operations in 2019. “I first learned about Brilla when I was working in Rutland when they were highlighted in the Worcester Business Journal in 2019,” said Gardner Mayor Michael Nicholson. “They have a really strong business model and a great product, and I’m excited to welcome them here to the Chair City.”

Brilla’s owners, Alexis and Osiris Vallejos, say that their experiences and background as a family and business owners set them apart from the other coffee locations in the area. “We are third generation farmers from Nicaragua, Coffee Roasters and professionals baristas which allows us to know and control our Coffee quality very well from the Farm to your Cup,” said Mr. Alexis Vallejos. “This allows us to provide our customers the absolute best Locally Roasted Coffee from all over the world, but spearheaded by our flagship coffee from our family farms in Nicaragua.” Mr. and Mrs. Vallejos noted that the amount of development happening in Gardner and the positive direction that the

City is moving in as their reasons to select Gardner for their new location. “We live only 20 minutes away from Gardner and have been watching the city grow, its news with lots of investment and development as well as seeing its opening its doors to other unique businesses like ours,” said Mr. Vallejos. “We also see the city has a great community base and very good local authority support. We saw a great spot right in main street, with lots of potential and thought it is a great time for our business to expand to this wonderful city and contribute to its economy and diverse culture.” “We use the best coffees from around the world, and locally roast them in small batches with great care, just for you.

The exquisite flavor and aromas are a result of the high-quality process from the farm to your cup,” said Mr. and Mrs. Vallejos. “We help coffee farmers around the world by contributing to Direct Trade initiatives which allows farmers to get paid more than fair market prices for their great coffee to provide better opportunities to re-invest in their farms, improve its way of life for the farmer, its family, workers and community.” Brilla has also been awarded the “Best Local Coffee Shop” in 2022 and 2023 by the Best of Central Mass Community Choice Awards. The popularity of their locations has can easily be seen when visiting their two existing locations, however, it seems like the business has a little something for everyone, no matter your tastebuds. “Trying to see what people order the most on our menu difficult choice, but we love our coffee, we can drink 4 or more cups a day, maybe we are immune to it,” added Mr. Vallejos. “Food wise we love our unique breakfast and lunch sandwiches such as our Nica Pastrami, our Cuban, or the Pesto or Chipotle Paninis. Tough choice to narrow it down.”

Mayor Nicholson has worked directly with Mr. and Mrs. Vallejos, for several years to bring them to Gardner. “When I was first sworn in as Mayor in July of 2020, I invited Alexis and Osiris to attend the ceremony and spoke when them about looking at downtown for a new storefront as I walked off the stage after taking my oath of office,” recalled Mayor Nicholson. “Since then myself and representatives from the City’s Administration showed them around the City, had meetings with them on what their business would look like, and talked through the City’s development plans. I’m very happy to see all work that has gone into this pay off as they begin the work toward their opening later this year.” And now that they’re here in Gardner, what’s their plan for the space? “We plan to offer our full menu developed by our master barista and chef covering from breakfast to dinner including our Specialty Coffee Drinks like Lattes, Espresso, Cappuccinos, Iced Coffees and Cold Brew prepared by our experienced baristas using our own Fresh Locally Roasted Coffee from our Shop in Holden and direct from the farmlands of Nicaragua and other countries worldwide,” said Mr. and Mrs. Vallejos. “We will be also offering our unique Chillerz, Real Fruit Smoothies, Frappes, Teas, among other things.

Food wise we will be offering your classic breakfast, lunch and dinner meals & sandwiches, as well as more unique and healthy options such as granola bowls, Acai, and various dishes and sandwiches created from our Latin American roots to provide our customers a taste of our extended culture. We will also be baking our own pastries and desserts in house, but also looking to see if we can support other local businesses in the area. As part of our offering we also do plan to offer cocktails, spirits and liquor drinks both the classics as well as unique Latin American inspired drinks to continue providing our customers a unique offering.”

Brilla has received all necessary zoning approvals from the City and will begin construction to outfit their location shortly. Their new location at 25 Main Street was purchased by Candor Realty Group in May of 2022. Since then, the owners of the property have been looking for a restaurant location to be the anchor tenant of the building, and they seem to have found that hope in Brilla Coffee.

“It is a great looking building with lots of character, space and situated right in the heart of Gardner, concluded Alexis Vallejos. “Mayor Nicholson hit the nail in the head when he showed us the space. The first time we saw the building we knew it would be a great spot for our Coffee Shop, its right in a corner of main street, with a nice patio, has great character both inside and outside, and sufficient space for us to be able to make it our own and provide our customers the experience we want to offer. We can't wait to make it our own and have it full of wonderful smiling customers.”