



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Joyful Noise Coffee & Ice Cream Brews Up New Sun City Location in Meniffee

MENIFEE, CA– The City of Meniffee is excited to announce the addition of Joyful Noise Coffee and Ice Cream, the latest tenant to open at the historical Cherry Hills Plaza, located at 26924 Cherry Hills. Joyful Noise Coffee and Ice Cream is an exciting new business that will be serving up delicious eye waking coffees (featuring Klatch Coffee Roasters), sweet treats, and ice cream in a charming and hip coffeehouse atmosphere. This new welcomed addition was strategically selected, as the plaza positions itself as the experience destination for the local flavor of Meniffee. Joyful Noise Coffee and Ice Cream will also offer a variety of artisan hand-scooped creamy ice cream and a variety of gluten-free desserts and snacks that will be available to the community on September 1.

What started as a conversation between family quickly turned into reality. The Crunk family, known in the Meniffee community for the popular Meniffee attraction, Clever Fox Escape Rooms, decided to make their second investment in the Meniffee community and open Joyful Noise Coffee and Ice Cream at the center. “This space will be more than just a coffee house, it is a place to build community, be in good company, and make individuals feel at home,” said Tom Crunk. “We want it to be a ‘Joyful’ experience for all who walk into our space.” This new venture comes out of a continued love to work in the city that his family calls home. Tom felt a calling, he wanted to provide a unique, handcrafted, high-quality coffee, one that was also featured on “Delish, Popular Science, Gear Patrol, and Eat This Not That.”

“We are thrilled to welcome another unique, quality small business to the Cherry Hills Plaza,” said District 1 Councilmember Bob Karwin. “This plaza has been a work in progress, and it is great to see the local investment into the center from the new owners, to local residents, and the center will quickly becoming the hot spot for unique eateries and shops and will continue to drive traffic and synergy to the historic and well-loved center.”

For more information on Joyful Noise Coffee and Ice Cream, follow along on their Instagram @joyfulnoisecoffee. For more information on Cherry Hills Plaza leasing and how to join the center, please contact the City of Meniffee’s Economic Development Department at EconDev@CityofMeniffee.us or visit meniffeebusiness.com for more information.

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ABOUT MENIFEE: Situated in the heart of southern Riverside County along Interstate 215, Meniffee is a vibrant, new city of more than 100,000 residents who enjoy a pleasant year-round climate, abundant recreational offerings, reasonably priced housing and convenient proximity to some of Southern California’s premiere attractions and employment centers. Within its 50 square miles, Meniffee’s business, retail and entertainment outlets are starting to shape the community’s character and this growing economic base is also contributing favorably to the city’s strong financial position. Meniffee’s growing family- oriented population values the city’s ongoing commitment to public safety, community events and smart growth for the future. All of these elements are working together to support the city’s strategic vision to make Meniffee one of the state’s most promising new cities.

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