



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Joyful Noise Coffee Selected as Meniffee's March Business Spotlight

The local coffee and ice cream shop offering personal and friendly service goes beyond the call of business by fostering community in their inviting space located at the Cherry Hills Plaza.

MENIFEE, CA – The City of Meniffee is thrilled to announce “Joyful Noise Coffee” as the City’s March Business Spotlight, a program that is a part of the Economic Development Department’s B3 (Building Better Businesses) program.

Joyful Noise Coffee owners, the Thralls and Crunk families, are no strangers to the Meniffee community. The Crunk family currently owns Clever Fox Escape Rooms and has two locations in Meniffee. When deciding where to locate their newest business venture with the Thralls family, they knew Meniffee was the best choice. The concept behind Joyful Noise Coffee was simple; the Thralls and Crunks wanted to make a premium roasted coffee and quality ingredient ice cream shop with a welcoming atmosphere that provided a spot for friends, families, and couples to spend time with one another. Joining the Meniffee business community in September of 2021, their personal and genuine service has truly set them apart.

Joyful Noise Coffee has a wide variety of menu options and quality is of the utmost importance to them. To guarantee excellent premium roasted coffee, Joyful Noise Coffee partners with Klatch Coffee to make carefully crafted brews each and every day. The coffee shop offers a dark chocolate mocha, affogatos, and seasonal favorites throughout the year. Fruit smoothies, peanut butter chocolate protein shakes, matcha green lattes, and other non-coffee beverages are also offered to ensure there is something for everyone. In addition to ice cream, the Thralls and Crunks have included multiple food options on their menu, most notably Ally’s Avocado Toast, which she has perfectly curated.

Joyful Noise has truly lived up to its name as they are active members in the Meniffee community, by bringing joy to those around them. The business has hosted Coffee with a Cop in an effort to bring community members together by providing a place for dialogue with Meniffee’s police officers. The Thralls and Crunk Family have also shown their appreciation for first responders and those teaching the next generation with special discount days as a thank you for their service and dedication to bettering the community. In addition, they support other local small businesses including featuring their baked goods and homemade items for sale in their shop. Also supporting Meniffee’s youth, Joyful Noise donates to local school raffles and fundraisers.

“Joyful Noise Coffee has been an invaluable addition to the Meniffee business community. Their unrelenting pursuit of fostering community has certainly brought us closer together as a city,” said Mayor Pro Tem Bob Karwin. “Thank you for allowing Meniffee to join in on raising a ‘joyful noise’ and for always going above the call of business.”

(Cont.)

To view their Business Spotlight video, please visit <https://youtu.be/v1hDhB6aPq0>.

The City of Menifee Business Spotlight is a free business recognition program to create awareness for the variety of local businesses and their contributions to the Menifee community. Chosen applicants, who are nominated by the community, are honored during a special presentation at a City Council Meeting and receive a free 30-second professional video developed by the Economic Development Department showcased on the city's business website - www.menifeebusiness.com.

The City of Menifee Business Spotlight is part of the Economic Development Department's B3 (Building Better Businesses) program, which aims to showcase local businesses that go above and beyond the call of business, foster pride in Menifee's thriving business community, and promote diversity in Menifee's local economy.

Nominations are encouraged to recognize businesses in Menifee that contribute to the betterment of the Menifee community. Please visit the link below to apply:

www.cityofmenifee.us/BusinessSpotlight.

For more information on the Business Spotlight program, or other resources available to Menifee businesses, please contact the Economic Development Department at econdev@cityofmenifee.us.

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ABOUT MENIFEE: *Situated in the heart of southern Riverside County along Interstate 215, Menifee 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 premier attractions and employment centers. Within its 50 square miles, Menifee'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. Menifee'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 Menifee one of the state's most promising new cities.*