

Simpl Coffee Expands in New York City with a Vision for 3,000 Locations Across the U.S.

Simpl Coffee, a minimalist New York café brand, continues expanding with the opening of its second Manhattan location and announces a long-term vision of scaling to 3,000 stores across the U.S.



New York City, New York Dec 4, 2025 (Issuewire.com) - Simpl Coffee, a minimalist coffee brand born in Manhattan, is expanding with a second location — not by chasing trends, but by redefining what a modern café can feel like. In a city where everything moves fast, Simpl Coffee focuses on the opposite: clarity, calm, and human warmth.

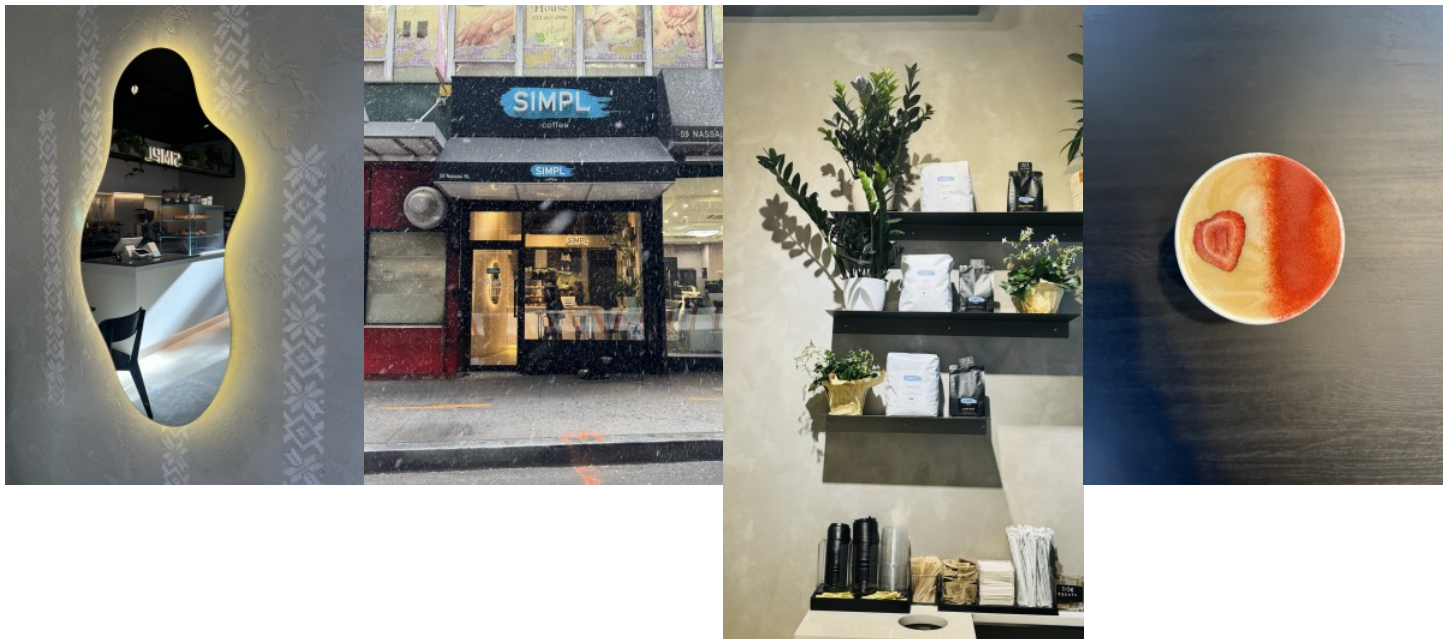
The idea behind the brand is disarmingly simple. Instead of overwhelming guests with dozens of options and heavy branding, Simpl Coffee removes the noise. Its cafés are designed as quiet, bright spaces where people can breathe for a moment before returning to the rhythm of New York. This approach has resonated deeply with local customers, who describe the cafés as “refreshingly simple” and “a place that feels easy.”

The new location on 2nd Avenue continues the same philosophy — clean lines, natural light, a short menu, and a service style built on genuine, unscripted hospitality. Rather than engineering interactions, the team focuses on making coffee the way they would make it for themselves.

“We build Simpl Coffee the same way we would make coffee for ourselves: honest, simple, and warm,” said **Oleksandr Chernyshov, Co-Founder of Simpl Coffee**. “People can tell when you genuinely care. Our goal is to preserve that feeling of human warmth even as we grow.”

What makes Simpl Coffee distinctive is not scale, but intention. At a time when the coffee industry leans toward complexity—seasonal menus, elaborate drinks, aggressive branding—Simpl Coffee is betting on something quieter and more timeless: the idea that less can actually mean more.

With two successful Manhattan locations and a growing community of regulars, the company is now developing a long-term expansion plan with a vision of opening 3,000 locations across the United States.



Simpl coffee

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