Viral NYC Latina owned coffee shop rebounds from rent hike with a national Adidas Collab and Rockefeller Center debut

From Viral Comeback to 30 Rock: Latina-Owned Buddies Coffee Pours at The Rink at Rockefeller Center Following Historic Adidas Sneaker Collaboration


BUDDIES

New York City, New York Nov 28, 2026 (Issuewire.com) - **Buddies Coffee**, the beloved New York City specialty coffee roaster renowned for its viral Puerto Rican-inspired Coquito Latte, is officially serving its signature coffee at **The Rink at Rockefeller Center** during their 90th anniversary for the 2026 holiday season.The milestone arrival at one of New York City's most iconic winter destinations caps off a landmark year for co-owner **Rachel Nieves**, who recently made history as the **only New York Latina-owned coffee shop** selected for **Adidas's national Slow Drip Tour**. As part of the collaboration, Adidas and Buddies Coffee released the limited-edition *Buddies Coffee NYC x Adidas Adistar Control 5* sneaker, celebrating neighborhood coffee culture and grassroots entrepreneurship.

Buddies Coffee's presence at Rockefeller Center marks a remarkable full-circle comeback. Last year, Nieves's emotional TikTok video detailing a massive rent hike that threatened to close her original Williamsburg storefront garnered millions of views and sparked an outpouring of community support. Following a successful relocation to Manhattan's East Village (226 E. 3rd Street),

Nieves has transformed a moment of adversity into national cultural recognition."To go from fighting to keep our doors open to seeing our coffee poured at The Rink at Rockefeller Center—and collaborating with an iconic brand like Adidas—is surreal," said Rachel Nieves, Co-Owner of Buddies Coffee. "As a self-taught Latina business owner, representing our culture and our city on stages like this means everything."

Visitors to The Rink at Rockefeller Center can now enjoy Buddies Coffee's signature roasts throughout the holiday season, alongside visiting their flagship cafe in the East Village.

About Buddies Coffee:
Founded in New York City, Buddies Coffee is a community-driven specialty coffee shop and roaster celebrated for its welcoming atmosphere and signature drinks inspired by her Puerto Rican heritage, including its viral Coquito Latte. Follow along on Instagram at @buddiescoffeenyc and @officialqueensny



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