



HARRISONBURG | VA
FRIENDLY BY NATURE



For Immediate Release – Dec. 3, 2024

Contact: Jennifer Bell, Harrisonburg Tourism Manager
540.421.9609
Jennifer.Bell@harrisonburgva.gov

Community, visitors invited to take a trip on Harrisonburg’s Coffee Trail

Harrisonburg Tourism launches new program thanks to Virginia Tourism Corporation grant

HARRISONBURG, Va. – A new program from the Harrisonburg Tourism team will soon help community members and visitors take a caffeine-infused trip across The Friendly City.

The Harrisonburg Coffee Trail will allow participants to discover the rich, aromatic world of Harrisonburg’s growing coffee scene. Participants can download their coffee passport, which features 11 local, independent coffee shops at 13 different locations, at www.HarrisonburgCoffeeTrail.com. Passports also will be available at Harrisonburg Tourism’s Hardesty-Higgins Visitor Center and at participating coffee shops.

Coffee enthusiasts can then visit at least six of the featured spots on the Harrisonburg Coffee Trail to get their passport stamped, with completed passports redeemable at the visitor center for a Coffee Trail mug while supplies last.

Whether customers are savoring a pour-over at a cozy outdoor café, sipping a latte surrounded by playful cats, or grabbing a refreshing iced coffee to fuel their adventures, every cup in Harrisonburg promises a unique experience, according to Harrisonburg Tourism Manager Jennifer Bell.

“Harrisonburg coffee shops are warm and welcoming, each with their own unique style, and they exemplify our Friendly by Nature community,” Bell said.

Participating businesses on the Harrisonburg Coffee Trail include: Aristocat Café and Teahouse, Bella Gelato & Pastries, Black Sheep, Broad Porch Coffee Co., Chestnut Ridge Coffee Roasters, Cinnamon Bear Bakery and Deli, Coffee Hound, Drifters Café, Grace and Main Coffee Shop, The Maple Café and Merge Coffee Company.

The Harrisonburg Coffee Trail officially opens Thursday, Dec. 5. Completed passports can be redeemed at the Hardesty-Higgins Visitor Center, 212 S. Main St., by April 30, 2025. The center is open every day of the week, 9 a.m. to 5 p.m.

Harrisonburg Tourism received a \$10,000 Virginia Tourism Corporation Microbusiness Marketing Leverage Grant to support the program. Efforts such as this from the Harrisonburg Tourism team support the community’s tourism-related businesses, which in turn strengthens the local economy, creates jobs and provides opportunities for local businesses.

“One of the strategies of Harrisonburg Tourism is to invite visitors to experience our culture and to stay longer,” Bell said. “By highlighting the Harrisonburg Coffee Trail at local hotels, it will encourage visitors to experience more of what our community has to offer.”



The Harrisonburg Coffee Trail opens Thursday, Dec. 5.

Start your day on the Coffee Trail



COFFEE ROASTER



FULL RESTAURANT



SNACKS/PASTRIES



PET-FRIENDLY



Aristocat Café and Teahouse
111 N. Liberty St.
540-584-0020
aristocat.café
Thurs-Fri 10-6, Sat 10-8, Sun 10-4



Bella Gelato & Pastries
49 W. Water St.
540-217-5657
bellalunawoodfired.com/bella-gelato
Sun-Thurs 8:30-9, Fri & Sat 8:30-10



Black Sheep
80 E. Market St.
540-217-5560
blacksheepcoffeeburg.com
Daily 7-7



Broad Porch - Agora
165 S. Main St. (in the Agora Market)
540-324-8215
broadporchcoffee.com
Mon-Sat 8-6, Sun 10-4



Broad Porch - Court Square
47 Court Square
540-324-8215
broadporchcoffee.com
Mon-Fri 7-6, Sat & Sun 8-6



Chestnut Ridge Coffee Roasters
85 W. Gay St (lower level of Liberty St. Mercantile)
501-336-449
chestnutridgecoffee.com
Tues-Thurs 8-2, Fri 8-2, Sat-Sun 9-2



Cinnamon Bear Bakery and Deli
600 University Blvd.
540-433-2867
Tues-Fri 7-3, Sat-Sun 8-3



HarrisonburgCoffeeTrail.com



Coffee Hound
64 S. Mason St.
540-574-4563
coffeehoundhburg.com
Mon-Fri 7-5, Sat and Sun 8-5



Drifters Café
217 S. Liberty St.
304-490-0243
driftourway.com
Daily 7-5



Grace and Main Coffee Shop
Grace & Main Streets (in Hotel Madison)
540-214-2280
montysva.com/menus/#gracemain
Daily 7-4, except Sun 7-11



The Maple Café
1925 East Market Street (in Valley Mall)
540-480-0662
themaplecafeva.com
Mon-Sat 10-4



Merge Coffee Company - North
821 Mt. Clinton Pike, Suite A
540-416-2711
mergecoffeeco.com
Mon-Fri 7-5, Sat 7-4, closed Sun



Merge Coffee Company - JMU
261 East Grace St. (in the JMU Union Building)
540-416-2711
mergecoffeeco.com
Mon-Fri 7:30-5, Sat 9-1, closed Sun



Hours of operation subject to change.

