

## Turkish Coffee Lady Grand Opening

December 3, 2017

Owner: Gizem Salcigil White

The grand opening event of [Turkish Coffee Lady](#), a gourmet coffee shop in Tyson's Corner Mall, Tyson's Corner, VA was a highly anticipated event that garnered a lot of attention. The owner, Gizem Salcigil White and her support staff experienced a high-volume turnout of visitors to the open-area styled coffee café outside of Lord & Taylor. They offered coffee tastings, various Turkish delight flavor samples along with partnering with a local artist to provide specially designed artwork. They also showcased the unique coffee brewing machine, and Turkish designed coffee cup sets that they'll be offering for sale.

The well attended grand opening event kicked off at 2 pm and was still incredibly packed at 4 pm. To say Turkish Coffee Lady Cafe was a major success is an understatement. Many of the visitors to today's grand opening were supporters of the owner including family, friends, and neighbors of Mrs. White.

One support staff member was so shocked at the turnout. He commented that he knew it was going to be great but could not believe his eyes at the turnout. Random mall shoppers even mentioned that they'd never seen so many people in that area and were extremely curious about this new coffee café.

Mrs. White, a Turkish American mompreneur, gained the distinguished title of the 'Turkish Coffee Lady' as she founded the <sup>ii</sup>['Turkish Coffee Truck' project in 2012](#). She created the opportunity to share her heritage and culture with those she met. Through her award-winning project initiative, Mrs. White and a group of volunteers traveled across America, Canada, Belgium and a few other countries sharing her Turkish culture and coffee experience.

With the opening of her first open-air café, she will serve traditional Turkish coffee, herbal tea, Turkish delights, sweet and salty treats, chocolate assortments, gourmet baklava, and Mediterranean ice-cream delights. Part of her marketing will be to have special guests such as Turkish fortune tellers, various artists, and staff wearing traditional Turkish dress.

As with any new venture, there can be many pitfalls. Mrs. White became a client of [Community Business Partnership's SBA Women's Business Center](#) to help her with training and counseling needs. She took advantage of the opportunities presented to her through our organization and will continue to do so.



We wish her much success.

Submitted by:

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<sup>i</sup> Grand Opening-Turkish Coffee Lady at Tysons Corner Center

<sup>ii</sup> Washington Post "Turkish coffee truck hands out"