

Hooked on Rook

The popular Monmouth County coffee roasters are poised to set foot into Ocean County this Fall.



With twelve locations in Monmouth and Ocean Counties, Rook Coffee Roasters is one of the fastest growing businesses at the Jersey Shore.

When childhood friends and West Long Branch's Shore Regional High School grads Holly Migliaccio and Shawn Kingsley walked away from their corporate careers in 2010 to establish Rook Coffee Roasters, they had no idea the original three hundred-square-foot shack would be the beginning of a humble and vastly successful Jersey Shore coffee empire.

Eight years and twelve locations later, Rook Coffee is one of the fastest growing businesses at the Jersey Shore. At the heart of that success is simply good coffee. "You can't have a successful coffee business without the best quality coffee," said Amanda Gruber, Rook's Marketing and Communications Manager, "and that's our driving force."

Rook's coffee is meticulously sourced from its country of origin and then roasted in their Long Branch roastery. This production facility, not far from the company's first location, also houses their cold brew coffee brewery and headquarters. Rook Coffee Roasters uses

unique blends of spices and all-natural ingredients with no syrups or additives when crafting seasonal, limited flavors, such as Pumpkin Style. "There's nothing unnatural at all in the coffee we serve, whether cold or hot," said Gruber.

When envisioning the perfect

coffee environment, cofounders Migliaccio and Kingsley didn't stop at quality. Rather, their goal was for customers to have a one-of-a-kind experience devoid of distractions, which to them, was as equally as important as the coffee.

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Owners Shawn Kingsley and Holly Migliaccio stand in front of the new Point Pleasant location that is scheduled to open this fall.

rook coffee roasters locations

Colts Neck: Orchards Plaza, 340 Route 34, Colts Neck. Store: (732) 637-8936; Text to Order: (732) 992-6374.

Hours: daily 6:00 AM – 5:00 PM

Freehold: Colonial Plaza, 331 West Main Street, Freehold. Store: (732) 252-5838; Text to Order: (732) 479-8793.

Hours: daily 6:00 AM – 5:00 PM

Holmdel: Holmdel Towne Center, 2101 Highway 35, Holmdel. Store: (732) 856-9656; Text to Order: (732) 592-1665.

Hours: daily 6:00 AM – 5:00 PM

Little Silver: Little Silver Train Station, 705 Branch Avenue, Little Silver. Store: (732) 383-5681;

Text to Order: (732) 587-6659.

Hours: daily 6:00 AM – 5:00 PM

Long Branch: 700 Joline Avenue, Long Branch. Store: (732) 229-7665; Text to Order: (732) 719-4074.

Hours: daily 6:00 AM – 5:00 PM

Manalapan: 357 Highway 9 South, Manalapan. Store: (732) 490-5845; Text to Order: (732) 812-3504.

Hours: daily 6:00 AM – 5:00 PM

Monmouth Medical Center: 300 2nd Avenue, Long Branch. Store: (732) 795-3044; Text to Order: (732) 385-3328.

Hours: Mon. - Fri. 6:00 AM – 5:00 PM. Sat. - Sun.: 7:00 AM – 3:00 PM

"Big" Oakhurst: Towne Center, 2005 Route 35, Oakhurst. Store: (732) 508-9370;

Text to Order: (732) 479-1122.

Hours: daily 6:00 AM – 5:00 PM

"Little" Oakhurst: 60r Monmouth Road, Oakhurst. Store: (732) 483-4402.

No Text to Order.

Hours: daily 6:00 AM – 5:00 PM

Point Pleasant: Bridge Plaza, 3301 Bridge Avenue, Point Pleasant. Estimated Opening: end of Fall 2018. Phone and hours t.b.a.

Red Bank: 10 White Street, Red Bank. Store: (732) 268-8574; Text to Order: (732) 640-5111.

Hours: daily 6:00 AM – 5:00 PM

Wall Township: Olde Tudor Village, 1924 Highway 35, Wall Township. Store: (848) 469-8340; Text to Order: (732) 200-4363.

Hours: daily 6:00 AM – 5:00 PM

BEACHCOMBER *HOOKED ON ROOK, continued from page 11*

The human connection is key to the Rook Coffee experience, and Gruber explained that, as competitors fight to stay on top of state-of-the-art technology, Rook believes in focusing instead on that human connection. "We don't have WiFi, drive-thrus, or curbside pickup. Coming into the store is part of the coffee drinking experience that Rook prides itself on," Gruber said.

gets—with only hot coffee and cold brews year-round, and specialty/seasonal roasts available for limited amounts of time. "The fan favorites over the years have been Pumpkin Style Cold Brew and Cinnamon Vanilla Style Cold Brew." Gruber said. "Those were solely announced on social media and sold out very quickly."

In 2012, around the time that the



Rook Coffee

"We don't have WiFi, drive-thrus, or curbside pickup. Coming into the store is part of the coffee drinking experience that Rook prides itself on," says Communications Manager, Amanda Gruber.

Rook's baristas are hand-picked and meticulously trained in both hands-on brewing/coffee preparation and in the art of positive interaction that results in a foundation and consistency that cannot be found elsewhere, according to Gruber. Baristas focus on making the perfect cup of coffee for the customer while simultaneously making the perfect interaction with the customer. "Even if you don't go to Rook every day, we want you to remember that one time you go. We want you to remember the conversation and the interaction you had with our baristas while at Rook," Gruber said.

Rook's menu is as simple as it

Little Silver location opened near the train station, and with customer interaction at the forefront, Rook debuted a "Text to Order" option so that customers who had to catch the train would receive their order as quickly as possible. The option is still popular today. Customers can conveniently text in their order then pay for it at pick-up. Gruber said that for the bigger stores like Wall, Freehold, and "Big" Oakhurst, the average time for a text order to be filled is fifteen minutes, while at the other locations the time is typically ten minutes.

"We wouldn't be where we are today without social media and word of mouth," said Gruber. "It's what

initially put us on the map.” Gruber explained that as patrons began to talk about their Rook experience with others, and shared their experiences online, customer loyalty grew by leaps and bounds. “Holly and Shawn knew that Ocean County was ready for its own location because so many customers routinely make the drive to our Monmouth locations to simply get a cup of coffee,” Gruber said. Rook Coffee Roasters does not franchise; Migliaccio and Kingsley own every location. The new Point Pleasant store is slated to open its doors on Bridge Avenue by late Fall.

The background to both Rook’s name and black crow logo are just as original and simple as Rook’s business model. Migliaccio and Kingsley were originally going to set up their first store in Brooklyn (hence the name “Rook”) but realized there was nothing like their envisioned “coffee made to order” concept here along the Jersey Shore.

As for the logo, another name for a crow is a “rook,” hence the crow silhouette that adorns everything, from Rook’s coffee cups, bags, and walls to merchandise and even their free stickers and tattoos. Online orders for ground coffee, subscription boxes, gift cards, and other merchandise can be placed through Rook’s website. Rook recommends that customers who are unsure as to which roast will best suit their taste should try medium-roasted Guatemala as a starting point. For those who like a lighter roast, Costa Rica is one of their most popular blends, as is Sumatra for those who prefer a darker coffee. Consult Rook Coffee Roaster’s Brew Guide online for tips on brewing the perfect cup of coffee at home.

With quality, simplicity, and experience behind every cup of coffee and the possibility of more locations on the horizon, Rook Coffee Roasters will caffeinate and delight the Jersey Shore for years to come.

For more information, please visit www.rookcoffee.com or Facebook, Twitter, and Instagram @rookcoffee.

—Jill Ocone

Rook Coffee

rook coffee roasters roasts, grinds, & cold brew



roasts

Seasonal and limited-edition roasts are announced via Rook Coffee’s Facebook page and email newsletters.

grinds

Rook has simplified its options for grinds to ensure that customers get the perfect cup of coffee. Options include: French Press, Stove-top Perc, Electric Perc, Drip, Auto-drip, Fine, and Espresso.

French Press: Coarsest and the best option for cold brewing or using a French press.

Stove-Top Perc: A grind that is a bit finer than French press. Water passes through the grind and filter easily while evenly distributing the best flavor for your cup.

Electric Perc: A medium course grind that is a smidge finer grind than Stove-Top Perc. Best to use with either an electric percolator or Chemex.

Drip: Best to use with flat bottom filters, v60, or beehouse pourovers. This grind size leads to the most even and sweet extraction.

Auto-Drip: A bit finer than the standard drip, this grind is the best for cone-filtered machines. Rook recommends using a fine setting for a cone bottom filter and for an aeropress.

Espresso: The finest of all grind options, which will allow your espresso machine to produce one awesome cup of coffee every time.

cold brew

Rook Cold Brew is rich in flavor and low in acidity. The smooth, cold coffee concentrate is hand-crafted by roasting high-quality, specialty-graded coffees, which are then ground just before brewing. Using cold water, the cold brews are steeped over night after brewing. Rook Cold Brew styles include New Orleans, Mocha, Latte, and Traditional. Each use filtered water, high-quality milk or non-dairy alternatives, and sweeteners combined to the customer’s liking.

A FALL FARM & FUN GUIDE

To Pick-Your-Own Apples & Pumpkins, Farm Stands, Corn Mazes, Hayrides, Pony Rides, Petting Zoos, Haunted Attractions, and More!

Although every effort was made to provide accurate information, please call or check the website for up-to-date information before attending. Weather, heavy picking, and business conditions can affect hours of operation and crop harvesting.

ANTONIO CASOLA FARMS, NURSERY & GREENHOUSES

**178 Highway 34, Holmdel
(732) 332-1533
www.acasolafarms.com**

Pumpkin patch, corn maze, haunted hayrides, Walk of Terror, House of Horrors, regular hayrides, picnic area, petting zoo, pony rides, and farm stand. Fri. and Sat. night pumpkin picking. Call for hours.

ATLANTIC FARMS

**1506 Atlantic Avenue (Route 524)
Wall, (732) 528-8680**

Hayrides, corn maze, petting farm, picnic area, and pumpkin patch. Hayrides available through Dec. 31. Call for hours.

BATTLEVIEW ORCHARDS

**91 Wemrock Road, Freehold
(732) 462-0756
www.battlevieworchards.com**

Pick-your-own pumpkins and apples, country store, hayrides (weekends only). Open daily Oct. to Dec., 9:00 AM - 6:00 PM.

BULLOCK FARMS

**83 Emleys Hill Road, Cream Ridge
(609) 758-8726
www.bullockfarms.com**

Hayrides, pumpkin patch, corn maze, sunflowers, and kids corner. Open mid-Sept. to Oct. 31. Call for hours.

C. CASOLA FARMS

**131 Route 79 South (2.5 miles south
of Route 520), Marlboro
(732) 946-8885
www.hauntedcasola.com**

Haunted hayrides, wooded trail, corn maze, barn, and zombie breakout. Pumpkins, hayrides, pony rides, seasonal "bootique," and witches brew refreshments. Open mid-Sept. to Oct. 31. Call for hours.

DEARBORN MARKET

**2170 Hwy 35, Holmdel, (732) 264-0256
www.dearbornmarket.com**

Pumpkin patch, corn maze, straw crawl, pony rides, picnic area, and organic turkeys for Thanksgiving dinner. Private parties. Open year-round, Mon. - Fri. 8:00 AM - 7:00 PM; Sat. 8:00 AM - 6:00 PM; Sun. 8:00 AM - 5:00 PM.

DELICIOUS ORCHARDS

**320 Route 34, Colts Neck, (732) 462-1989
www.deliciousorchardsnj.com
Please refer to our ad on page 80 and our
listing on page 84.**

Country food market, pumpkins, apples, and outdoor café. Pick your own apples at Eastmont Orchards (see listing below). Delicious Orchards country food market is open year-round, Tues. - Sun. 9:30 AM - 6:00 PM.

DEWOLF'S FARM

**58 West Colliers Mill Road
(off Route 539), New Egypt, (609) 758-6288
email: dewolf@aol.com**

Pumpkin patch, amazing spider corn maze, wagon rides, kid-friendly haunted house, harvest tent with caramel apples, and more. Open mid-Sept. to Thanksgiving; corn maze and wagon rides through Halloween only. Call for hours.

DRACULA'S DOMAIN

**569 Monmouth Road, Jackson
www.draculasdomain.com**

Haunted hayride and psycho path. Open late Sept. to Oct. 28. Call for hours.

EASTMONT ORCHARDS

**181 County Road 537 East
(one mile east of Route 34), Colts Neck
(732) 542-5404
www.eastmontorchards.com**

Pick-your-own apples, peaches, and pumpkins. Open daily to the end of Oct. Call for hours.

EMERY'S BERRY FARM

**346 Long Swamp Road (off Route 539)
New Egypt (609) 758-8514
www.emerysfarm.com**

Pumpkin patch, farm market, farm animals, hayrides, and corn maze. Call for hours.

HALLOCK'S U-PICK FARM

**38 Fischer Road (off Route 528)
New Egypt, (609) 758-8847
www.hallocksupick.com**

Pick-your-own produce including pumpkins and a farm stand. Open Mon. - Fri. 7:00 AM - 7:00 PM; Sat. and Sun. 7:00 AM - 5:00 PM.

HAPPY DAY FARM

**97 Daum Rd., Manalapan, (732) 977-3607
www.happydayfarmnj.com**

Pumpkin patch, local honey, amusements, concessions, kids corners, arts and crafts, hayrides, barnyard zoo. Open late Sept. to Oct. 31. Call or check website for hours.

NIGHTMARE AT GRAVITY HILL

**Hosted at Cicconi Farm
1005 Farmingdale Road, Jackson
(732) 703-4198
www.nightmareatgravityhill.com**

Haunted Halloween attractions walk of terror, and zombie paintball. Call for hours.

PATTERSON GREENHOUSES & FARMS

**636 Adelpia Road, Farmingdale
(732) 431-5271
www.pattersongreenhouses.com**

Pumpkins, gourds, Indian corn, cornstalks, straw, mums, and fall produce. Call for hours.

SCARY ROTTEN FARMS HAUNTED EXPERIENCE

**Berry Fresh Farms, 151 Brick Boulevard
Brick, (732) 477-0606
www.scaryrottenfarms.com**

Haunted experiences. Call for hours.

SILVERTON FARMS

**1520 Silverton Road, Toms River
(732) 244-2621
www.silvertonfarmsnj.com**

Organic pumpkin patch, educational hayrides, cider press demonstrations, and antique farm equipment museum. Open through the end of Oct., Tues. - Sat. 9:00 AM - 5:00 PM; Sun. 9:00 AM - 4:00 PM. November: weekends only.

SLOPE BROOK FARMS

**213 Heyers Mill Road, Colts Neck
(732) 772-1772
www.slopebrookfarm.com**

Hayrides, pumpkins, and fall decor. Call for hours.

TWIN POND FARM

**Country Market: 1473 Route 9 North
Howell, (732) 863-9363
Garden Center: 1459 Route 9 North
Howell, (732) 863-0755
www.twinpondfarm.com**

Country market, seasonal plants and decorations, hayrides, corn maze, pumpkins, gourds, games. Open daily 7:00 AM - 6:00 PM. Garden Center: call for hours.

WEMROCK ORCHARDS

**100 Wemrock Rd., Freehold, (732) 431-2668
www.wemrockorchard.com**

Farm market, country bakery, haunted hayrides, corn maze, pick-your-own pumpkins, gourds, cornstalks, Indian corn, cider. Open daily the end of Sept. through Halloween, 9:00 AM - 5:00 PM.

