

FOXTROT

FOXTROT MARKET DEBUTS ON EAST COAST WITH FIRST WASHINGTON, D.C. STORES

The Innovative Corner Store with 60-Minute Delivery Doubles Down with Locations in Georgetown and Mount Vernon Triangle

WASHINGTON, DC - March 1, 2021 - [Foxtrot](#), the first-of-its-kind corner store, café and delivery retail market fully evolved for the modern consumer, is making its East Coast debut with two Washington, D.C. openings. Today, doors open to its Georgetown store (1267 Wisconsin Avenue NW), with a forthcoming store opening in Mount Vernon Triangle (650 Massachusetts Avenue NW) on March 22. As a company with eyes on rapid expansion, the new stores bring Foxtrot's national footprint to 12 total brick-and-mortars. The company currently has markets in Chicago and Dallas, and recently announced a \$42M funding round that will be used to scale the company in D.C. and within its current markets.

Both stores will feature expansive floor plans, generous outdoor patio areas, a high-performance coffee bar, an extensive selection of beer and wine curated by Foxtrot's in-house sommelier, and an all-day café offering seasonal chef-prepared foods, including a mapo tofu bowl and pork and chili tacos created exclusively for D.C. stores by locally celebrated chef Erik Bruner Yang. As a digitally native, direct-to-consumer brand, Foxtrot marries the in-store experience of its neighborhood shops with swift, under-an-hour delivery via its proprietary app and website. For those not local to a Foxtrot location, a curated selection of gift bundles are also available for nationwide shipping through their [Ship Shop](#).

"Our DC openings are the culmination of several years exploring neighborhoods, meeting with local makers, and tasting all the best this amazing city has to offer," said Foxtrot Co-founder and CEO Mike LaVitola. "We're looking forward to introducing our unique blend of curation and convenience to Washingtonians."

Foxtrot is the go-to for carefully curated products and brands, everyday essentials, and local must-haves including DC area's beloved Ice Cream Jubilee, Vigilante Coffee, Mason Dixie, Pluma by Bluebird Bakery, and ANXO Cider, to name a few. Dedicated to supporting local producers in all their stores, Foxtrot's team spent months testing, vetting, and meeting DC makers one-on-one to learn more about their products. The company also recently concluded its inaugural Up and Comers Small Makers Awards in search of the next great brands. Northern Virginia-based [Surprisingly Baked](#), unapologetically indulgent cookies with a 'surprise' inside, was voted as the D.C.-area fan favorite, earning them \$8,000 in marketing support and placement in Foxtrot's D.C. stores upon opening.

With every delivery order made on Monday, March 1 and Tuesday, March 2, Foxtrot will donate the delivery fees to the [Power of 10 Initiative](#), the restaurant industry non-profit initiative created by Erik Bruner Yang whose mission is to bring restaurant workers back to work and provide access to food for those who need it the most. Additionally, Foxtrot will be celebrating its grand opening in Georgetown with several on location activations and giveaways that highlight local brands and the values of Foxtrot. Opening festivities include:

- **Monday, March 1:** Free giveaways, and free drip and cold brew coffee all day on Foxtrot Georgetown's patio
- **Wednesday, March 3:** A free doughnut from District Doughnuts with any purchase in-store (while supplies last)
- **Saturday March 6 at 1PM:** Free Jeni's Ice Cream street treats (while supplies last)
- **Monday, March 8:** Free coffee all day (through café pickup only)
- **Tuesday, March 9:** Free Levain Bakery cookies to the first 75 delivery orders

Both locations will open in compliance with the Washington, D.C. government's social distancing guidelines. The stores will also follow Foxtrot's current safety standards, including mandatory face masks, glass dividers at coffee bars, 6-foot distance vinyl on floors, and more.

Georgetown and Mount Vernon Triangle Store + Delivery Hours

Sunday - Thursday: 7am - 10pm

Friday - Saturday: 8am - 10pm

ABOUT FOXTROT

Foxtrot is redefining convenience for the modern consumer, marrying the best of neighborhood retail and e-commerce technology to create a community of discovery. Its spaces offer all the most-loved aspects of neighborhood cafes, and you can turn to the Foxtrot app for 60-minute delivery of a city's best goods – from local beers and fine wines to chef-prepared meals, curated gifts and everyday essentials. Whether at their place or yours, Foxtrot connects people to a better kind of convenience with thoughtful curation, so everyone can feel good about the goods they buy every day.

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