

Cedarburg Coffee Roastery



Interview with Maggie Muza

By: SHERRY BANTUG, Milwaukee Public Market
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Cedarburg Coffee Roastery takes great pride that they get to know their customers because of their Coffee Club program. Instead of a punch card, they enter their customers' names into a computer system and will look you up by first and last name when you return for another drink. They can call their customer by first name and have a record of what they order with a space for favorite drinks. They can have your drink ready for you before you even walk in. Often times, when they see a customer pull up, they'll have their drink ready for them once they walk through the Market doors.

"The system has let us get to know customers on a personal level," Maggie Muza, manager of Cedarburg Coffee Roastery said. "Just calling someone by name, especially when they don't think you even know their name, is really a great thing and means a lot. Getting to know our customers is really important to us." Muza adds. "So many people come in to stall before going in to work in the morning. Regulars come over for breaks three or four times a day just to chat with us. It's great!" said Muza.

When asked about memorable customers or regulars, Muza recalls, "We have a couple of different fire houses in the area that we serve. They are our regulars especially in the summer for our cool, blended drinks. They'll even point out if we didn't put whip cream in their frothy drinks. It's so funny to see a group of fire-fighters pull up in their big red truck in all their gear and order a mango-mania or a fuzzy navel smoothie." It just doesn't seem to fit does it?

She admits that they haven't seen as many of the firefighters since the fall weather began because the cool, blended drinks are not as popular. Is it that or because a couple of those firefighters were turned down after multiple date propositions from the Cedarburg Coffee staff?