

# Red Bulb Espresso Bar...

## "Powered by coffee and passion"

BY KAREN CLARK

Opening an independent espresso bar was a giant leap of faith for owner Cheeyuen Lim but his passion for coffee and determination to pour that intensity into a steaming cup has brought the discerning coffee drinker a unique café on Main Street Stouffville.

Talking with Cheeyuen (pronounced Chen), I could feel the passion in his voice as he described his journey.

Making a living as an IT and Strategy Management consultant in Toronto, Cheeyuen dreamed of owning a café serving espressos and lattes. Making this a reality was not done on a whim. Working part time at Starbucks for six years proved that he could leave the corporate world and follow his dream. After moving to Stouffville in 2007 following the birth of baby Kay, Cheeyuen took the plunge and with the creative and marketing skills of his wife, Sching, converted 6148 Main Street into Red Bulb Espresso Bar, opening in July of 2010.

While running her own design company, Sching put her skills and heart into branding and marketing this new venture and designed the logo and name, Red Bulb to reflect Cheeyuen's passion (red) and the constant search for ideas (light bulb) to grow the café.

Espresso, brewed by forcing a small amount of boiling water under pressure through finely ground beans gives a concentrated flavour and thickness that is served in a small cup with a crema on top; often with a decorative pattern. Espresso is also the base for latte, cappuccino, macchiato, mocha, Americano, etc. Priding themselves on "making every cup count," their barista team works closely with their micro-roasters at Social Coffee and Tea Company - one of only a few specialty roasters in the GTA and one that shares Cheeyuen's devotion to great coffee.

"The time and effort to make an excellent coffee is extensive," says Cheeyuen. "If you are passionate about what you are creating, it shows!"

Devoted customers routinely park and come in for their morning "cuppa," hard to imagine, but encouraging, in a town where the franchise drive-thru line ups go around the block! If you have the time to sit and savour your brew, there is a cozy spot inside or on the sidewalk patio.

Although coffee is the focus, muffins, cookies and signature scones are baked in-house. You have to get there early for the flaky cheddar/chive scones. For lunch, try one of the many homemade crustless quiches (spinach, bacon and feta or mushroom and sundried tomato). Or choose from a large selection of empanadas—coconut curry chicken, Italian pesto or Chilean beef to name a few!



Looking for a sweet treat? Back Star Kitchens and Dufflet supply fresh cakes, pies and tarts to enjoy with that second coffee! Gluten-free items are also available.

Over the years, Red Bulb has become a popular cycling pit stop where riders can re-energize and relax. Red Bulb is a proud sponsor of two cycling groups in the region: Velo Rouge Cycling Club and the Stouffville Stingers. They have also supported our Ballantrae Ladies' Golf League's closing lunch.

Need a unique gift for a friend? Browse their collection of objects d'art and cards. Or for the coffee hound, load up a Red Bulb gift card.

In Cheeyuen's own words, what began as a dream has become a successful reality for his family and him and "they are better for it." And for those of us who appreciate coffee and espresso drinks made by skilled and passionate baristas...so is Stouffville!

### VISIT RED BULB ESPRESSO BAR

6148 Main Street, Stouffville

Tel: 905-591-2054

### Hours of Business:

Monday to Friday: 5:30 a.m. to 5:00 p.m.

Weekends: 7:00 a.m. to 5:00 p.m.

[www.redbulb.ca](http://www.redbulb.ca)