**Brewing Connections**

One of Savannah’s most elegant spaces has created an environment for creatives to live, breathe and consume caffeine.

By: Riley Kane

 The former printing shop on the corner of MLK St. looks part abandoned, part like a Teamsters get together.

 It is neither.

 Young lovers enthusiastic about marriage are flocking to a building known as The Clyde Venue. Ornate, with a harmonious black and white color scheme, the space is open to anything you could think of—Bar Mitzvah, yoga classes, even corporate events. Mallory Adams, the owner, serves guests alone behind a U-Shaped marble countertop. There is an abundance of stools to choose from. She is a wedding planner and a now self-proclaimed barista.

 “Can you do a latte? Can you do a cappuccino?” I tell them, ‘Eventually yes,’” Adams proclaims rosily.

 The coffee shop has existed for two and a half weeks. Before that, unless you wanted to crash a wedding, there was no way to get in. Of course, she wasn’t going to keep it that way forever. Her updated master plan is to create a community among SCAD students and to extend the invitation to Savannah bohemians.

 “When the social world is telling you [to drink coffee], you generally follow suit,” Adams says. “It’s been marketed very well as an experience that everybody wants to partake in. It makes people feel they are part of something—part of a coffee nation.”

 This nation is growing. Her “cross-promoting hub” is where local businesses, such as PERC and Pie Society, congregate to sell their products. As the entertainment arbiter, Adams gets to decide what people would consider fun. She has scattered cornhole targets on the floor and plans to hold retro movie nights. Perhaps this is where you can meet a friend, or your one and only.

 “There’s something in the air; I can feel it. I know you can feel it too,” a wandering customer muses. “*Love* is in the air.”

 “She’s been in here since 9 [a.m.].” Adams sighs with a slight grin. “She doesn’t have a phone. She writes everything on paper, but she still wants to create a network. I want more people like that.”

 Coming five years fresh from a business management degree at Georgia College, Adams understands the struggle of finding the right path. She’s still figuring it out as she goes, which she finds to be a viable tactic. Right now, she’s feeling pretty good in Savannah. The space compliments her personality well—a bubbly go-getter that is dependable if you need advice.

 “You will always wonder about other things and question whether or not what you’re doing is the right fit. Just own it, and don’t be mad at yourself for it,” Adams says. “Point your nose down, turn your hat around, work hard at everything you do, and take it all in.”

**Target Publication Profile**

Name of publication: Savannah magazine

Mission Statement: “Our mission is to celebrate the inimitable Savannah lifestyle and serve the city as thought leaders. We discover and uplift the talented individuals of the city’s creative class. With smart, layered, inclusive content, we interpret Savannah’s unique cultural identity — and become the change we want to see in the city.”

Magazine Style: Six issues, one for every two months with diverse topics related to Savannah.

Editorial calendar and fit for article: How it’s looking now, the **Food** issue would be best, even though technically this isn’t a foodie spot. Maybe the **Best** issue since Mallory is doing a bang-up job with the wedding stuff. They always get such raving reviews, but then again this is about the coffee shop.

Circulation: 63,000 readers, 4,400 subscribers, 14.500 (average print run per issue).

Target Market/Average Reader: 68% female, 32% male, 42% ages 35-54, 95% attended college (which goes swimmingly with my article).

**Source Documentation**

For this article, I interviewed:

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For the context of this article, I researched:

About Us page on the Clyde Venue’s website (<https://theclydevenue.com/about-us/>)

<https://frontpage.gcsu.edu/article/news/under-30-mallory-adams>