Target journalist:
Devra First - Restaurant Critic and Food Writer, The Boston Globe

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Grand Opening Pitch:
Subject: Fenway's Phinista's Café Expands to Cambridge

Dear Devra,

I wanted to share a new addition to Cambridge's food scene that I think Boston Globe readers will enjoy. Phinista's Café, a Fenway favorite, is opening its second location in Porter Square on March 12, 2025.

Phinista's is known for bringing authentic Vietnamese coffee culture to Boston. Its specialty is phin-brewed coffee, a method that blends pour-over and French press techniques. The menu pairs Vietnamese and French flavors through bánh mì sandwiches, sweet and savory crepes, and specialty drinks like the Ube Vietnamese Coffee and Coco Cloud Ube.

Given your coverage of Boston's evolving food landscape and your eye for the cultural stories behind dining, this expansion is a good chance to highlight the city's growing appreciation for diverse coffee traditions and international cuisine.

How we can help:

- **Interview:** Co-owners Yeanie Bach and Phi Pham are available on Thursday, March 6, at 10:00 AM, either in person at the Porter Square space or over Zoom.
- **Grand opening access:** Media are welcome at the opening event on March 12, which will feature free samples and exclusive menu items.
- **Visuals:** High-quality photos and videos of Phinista's signature drinks and food are available on request.

Your engaging food writing makes you an ideal voice for Phinista's story. Would you be interested in covering the expansion? I'm happy to arrange a different interview time or send any other details you need.

Best regards,
Laleshka Romero
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