The Mellow

PRESS

The Mellow SF: press fact sheet

The Mellow SF is a coffee bar and live-music venue on Haight Street in San Francisco. It began in 2020 as a small plant shop in the Mission District, opened by Lorena and David, and has called Haight Street home since 2021.

FACTS AT A GLANCE

FOUNDED	2020, as a small plant shop in the Mission District (now closed); the Haight Street shop opened in 2021
FOUNDERS	Lorena and David
ADDRESS	1401 Haight St, San Francisco, CA 94117
HOURS	Open daily from 8am. Coffee until 7pm daily; later hours Thursday to Saturday are for Mellow Nights.
RATING	4.7 on Google, from 307 reviews; 4.84 from more than 1,800 reviews on Airbnb Experiences

BOILERPLATE

50 WORDS

What began in 2020 as a small plant shop in San Francisco's Mission District is now The Mellow SF: a Haight Street coffee bar and live-music venue, open since 2021. It also includes Lakehouse Jazz, Mellow & Barbers, DeadSpace7x7, floral workshops and private events, all in the same easygoing spirit.

THE STORY IN SHORT

David and Lorena lived for over ten years in a yellow Victorian in San Francisco's Ingleside neighborhood, which they called Mellow Yellow after the Donovan song. In 2013 they named their first dog Mellow, a name they knew they'd never tire of. The Mellow SF began in 2020 as a small plant shop in the Mission District. The Mission shop has since closed; the Haight Street shop, now the company's home, opened in 2021. The Mellow has since grown into a community hub for coffee, cocktails, live music, a photobooth, and curated retail and barbering.

Photo credit: The Mellow SF