



# Echo Park Coffee Fix

GALLUCCI DELIVERS RESIDENTIAL RUSH

writing and photography by JOSHUA LURIE

Marc Gallucci was a software consultant who moved south from Seattle and quickly missed the coffeehouses he frequented in the Emerald City. A friend introduced him to a former gas station in a residential stretch of Echo Park that most recently housed a recording studio. “There’s not a lot of foot traffic,” says Gallucci, “but it’s nice to have the local community and to get to know neighbors.” On August 25, 2008, he opened Fix, his community-oriented contribution to LA’s coffee culture.

To change the service station into a café, Gallucci upgraded the infrastructure, re-pouring the concrete floor and layering smooth-coat stucco over concrete walls. When it came to the design, Gallucci focused on concrete, wood and steel. Inside, he features mahogany veneer walls, a Formica counter and orange lighting that stylishly masks support beams. Outside, there’s a concrete patio and a bamboo-framed courtyard hosting a fire pit.

“Unlike most normal people, I get about five or six different coffee magazines every month,” Gallucci says. “As I was reading a lot of articles, trying to understand more about the industry, I started seeing a lot of references to when I need to get my morning coffee fix.” And so the café’s name was born.

Gallucci sources his coffee beans from Zoka Coffee Roaster & Tea Company in Seattle. He and his baristas pull espresso shots on a “bulletproof” La Marzocco GB/5 machine and brew coffee using a Fetco. Unique espresso drinks include floral

lavender and rose lattes, plus chile-spiked Mayan mochas. To encourage variety, Gallucci offers daily specials, including a dollar discount on drip coffee on Tuesdays and dollar espresso shots on Thursdays. Tea from Art of Tea is also popular, and if caffeine isn’t a customer’s thing, Gallucci also blends fresh fruit smoothies and squeezes orange juice.

He sources pastries, sandwiches and salads from friend Jenna Turner at Susina Bakery. Expect to find prosciutto with mozzarella, turkey with Brie or tomato with cheddar, all delivered daily and pressed to order. Fix also carries muffins, scones and croissants, plus individual tarts and molten chocolate cake.

For his gelato, Gallucci looked to his native Michigan, going with Palazzolo’s Gelato, produced by Marie Palazzolo and her son, Pete, in Saugatuck. “It seemed like a logical accompaniment to really good espresso,” says Gallucci. “Although it’s not local, I believe [Palazzolo’s] gelato is really fantastic, and I haven’t been able to find anything similar to it in LA.” He serves the gelato straight up, and uses it as a base for affogato, pouring single, double and triple shots of espresso over traditional vanilla or cinnamon cappuccino gelato.

In the future, Gallucci wants to expand the interior space and feature his courtyard by hosting acoustic music performances — “something low-key for the neighborhood,” he says.

2100 Echo Park Avenue, Los Angeles | 323.284.8962 | www.fixcoffeeco.com