



**Customers take center stage for anniversary  
It's A Grind to mark one-year birthday with free coffee**

The Desert Sun  
April 26, 2007  
Willian Avila

INDIO - It's A Grind Coffee House in Indio may be celebrating its one-year anniversary on Saturday, but the business' owners aren't ones to gloat about its success as a popular hangout for La Quinta and Indio residents.

"We're going to have a couple of birthday cakes for our customers," said owner Mike Anderson. "They'll probably say, 'Thanks, from the IAG staff.' We haven't got that part figured out just yet."

Anderson is not sure what the dedication on the cakes will be, but he's made a point to celebrate the customers instead of his business, because his customers are his business.

As part of the franchise's 100-plus coffee shops across the country, Mike Anderson and his wife, Kerry, have made their customers their priority.

"They know us by name, they say, 'Hey, how are you?' and they bring you your coffee," said Kathy Somers, an Indio resident who has been stopping at the location since it opened.

"I take my granddaughter to school in the morning and then come here," said Somers, noting that she spends up to an hour at the coffee shop daily. "We even come by in the evening for (live) music when they have it."

And for those on a walk with their pets, they even have a dog bowl full of water outside.

"We provide above average service to make you feel at home, like 'Cheers' almost," Mike Anderson said. "The friendliness will get you in there and the coffee will keep you coming back."

It's A Grind's coffee is roasted in a small factory in a Seattle suburb by award-winning coffee roasters, Kerry Anderson said.

For \$1.95, patrons can buy the brewed coffee of the day, which varies but is most popular when it's vanilla nut.

For Margaret Nordine, a visiting Bay Area resident, it was the frappuccino that had her back a week after tasting it.



Luis Ochoa, La Quinta Sun  
It's A Grind Coffee House owner **Mike Anderson** (center, behind the counter) with his wife **Kerry** and son **Mike** help some costumers Friday afternoon in Indio. The year-old coffee shop is a popular hangout for La Quinta residents.

**GET IN THE GRIND**

**What:** It's A Grind Coffee House, a coffee shop with an array of roasts and pastries.

**Where:** 44100 Jefferson St. Suite 302 in Indio.

**Hours:** 6 a.m. to 9 p.m. daily.