

# **Against all odds: How 4 new small businesses in Madrid are staying afloat**

Small businesses in Madrid are more at risk than ever of having to shut their doors. And perhaps the most unlucky of all are the ones that opened up just a short time before the lockdown—some only a week before.

Despite having the odds against them, these four newly-opened businesses are putting on a brave face and determined to keep their shops open and their dreams alive. Here are their stories on how they've managed to stay afloat throughout the lockdown and how they're continuing to fight the good fight. They also offer sage advice for other businesses on how to survive a global pandemic.

## **1. Naji Specialty Coffee**



After working in the hospitality industry for 20 years—mainly in cafes as a barista—Naji Alasil dreamed of one day owning his own coffee shop. After spending months searching for the perfect place and doing extensive renovations, his dream came true when he opened Naji Specialty Coffee in the charming central neighborhood of Chamberí in January 2020.

Naji quickly grew popular with people flocking to the beautifully adorned shop to sip on delicious coffee and unique concoctions, such as lime espresso and Naji's famous pistachio latte.

Naji was only open for 40 days when Madrid went into lockdown. Obviously, this was a devastating blow after all of the time, money, and effort Naji spent to open up his dream cafe. However, he didn't lose hope.

**"Of course I was sad that we went into lockdown straight away after I had opened. Nevertheless I was very happy that I**

**managed to open the cafe prior to the lockdown—at least I saw my dream realised. And I knew once the lockdown [was] lifted, my customers would come back. I just kept a very positive outlook altogether.”**

As soon as businesses could start operating again, Naji jumped into full swing, serving takeaway coffee from 9am-9pm most days. He was one of the first coffee shops to reopen on a full-time schedule because he wanted to make up for time lost during the lockdown. Slowly but surely he’s rebuilding the momentum he had before the lockdown began.

Undoubtedly, his positive attitude and hustle were his biggest tools for getting through the lockdown and helping see Naji Specialty Coffee through to the new world.

**His advice for small businesses?**

**Prioritize your customers and their safety, be patient, take each day as it comes, and never give up no matter the obstacle at hand (even a global pandemic!)**

- [Website](#) | [Facebook](#) | [Instagram](#)
- Address: Calle del Cardenal Cisneros, 39
- Metro: Bilbao

## **2. Tidbit**



Canadian business partners Shawn and Arthur had successfully been running a North American-style coffee and dessert shop in Alicante for five years when they decided to pack up and head for the big city. They moved to Madrid, rebranded their business from Canada Cupcake Café to Tidbit, and opened shop in Fall 2019.

They began acquiring a loyal customer base who would come to enjoy their array of delicious treats—largely vegan—including cookies, cakes, ice cream, brownies, and cinnamon rolls as well as specialty coffee and teas. Their reputation for being one of Madrid's best suppliers of treats (vegan and regular) was swiftly growing, and then COVID-19 brought momentum to a halt.



Arthur and Shawn were greatly concerned about their business and the economy in general, but tried to focus on moving forward instead of on fear. They shifted their focus to the takeaway part of the business and polished their online ordering system to accommodate the lack of walk-ins due to the lockdown. They also offered their products through popular takeaway services such as UberEats and Deliveroo, and in the later quarantine phases began to start up takeaway service.

Now that Madrid is no longer under lockdown, businesses are slowly coming back to life and Tidbit has once again opened its doors for customers to pop in for a treat in their tiny but cozy interior or call ahead for pick-up or an eco-friendly bike delivery.

Shawn and Arthur hope the love and support for small businesses only gets stronger, especially now when these shops that make our cities so special need it more than ever.

**Their advice to other businesses during these trying times?**

**“Plan ahead, be aware of the time needed to recover, focus on the offer and demand in your area. This is the ‘chair swap’ game, when all businesses close, relocate or rebrand.”**

- [Website](#) | [Facebook](#) | [Instagram](#)
- Address: Calle del Dr. Fourquet, 37
- Metro: Lavapiés

### 3. EatMyTrip



After finding success opening her first restaurant in Barcelona two years ago, Evgeniya Sukhacheva decided to branch out and open the second location of her trendy brunch spot, EatMyTrip, in Madrid. Evgeniya announced the opening of the second location in the beginning of March 2020—days before coronavirus sent Madrid and Barcelona into an indefinite lockdown.

Like many people, Evgeniya initially thought that the media was blowing the situation out of proportion and that normal life would soon resume. However, when it became apparent that the situation was serious and that the city would be locked down for a while, Evgeniya and her husband started to think of creative ways they could keep their business afloat.

The first idea they came up with was to start an online shop with delivery options for their Barcelona location which already had a following. Then they shifted to takeaway options before being allowed to reopen with limited capacity, a smaller menu, and a two-person staff (just them). Now, EatMyTrip's employees who were under *ERTE* (furlough) are slowly being incorporated back into the Barcelona business while Evgeniya is trying to figure out how they'll be able to open Madrid location and get it off the ground, (while also focusing on paying the rent, bills, and the loans for both locations).

Although the Madrid location remains closed indefinitely, Evgeniya hopes to be able to open it one day soon. In the meantime, the Barcelona location (C. del Consell de Cent, 378) is back to 70% capacity with more customers returning everyday.

Despite all of the adversities, Evgeniya remains positive and offers wisdom for other businesses in similar situations:

“Nothing lasts forever. We can plan something, but life can change everything. It’s [best to] take everything as it is, and try to smile at it, otherwise you will go mad. If you already created a successful business you’ll be able to do it again in the future. Just don’t lose yourself, and don’t forget about your health—it’s the most important thing.”

- [Website](#) | [Facebook](#) | [Instagram](#)
- Address: Calle de la Moreria, 11
- Metro: La Latina

## 4. Mazál





Tamara Cohen—originally from Philadelphia, USA—moved to Madrid in 2015 to teach English. She soon settled into a side gig baking hard-to-find American treats such as pumpkin pies and bagels and selling them to fellow expatriates before opening up an online shop to the public. Her small shop, Bruja's Bakery, quickly became the go-to place for American treats—especially bagels, which are hard to find abroad (and of good quality).

After making the spontaneous leap from English teacher to expert at-home bagel maker, she finally turned her side hustle into a full-time business with the opening of Mazál Bagels & Café in the central neighborhood of Chamberí in January 2020.

The opening of Mazál was highly anticipated and instantly a hit. The cozy brick-interior eatery would fill up fast with people eager to dive into a bagel brunch complete with mimosas

and coffee, as well as delicious challah, cookies, and cakes. However, when lockdown fell over Madrid in early March, Mazál was forced to shut its doors and think of a plan B.

Like many people, Tamara initially didn't think the situation was that serious or would last long. But as the situation quickly became grave, she became worried about her ability to pay the bills and stay above water.

Mazál was closed for a few days before they jumped into action and hired a delivery driver and started taking orders over social media, which became their saving grace. Their delivery driver, Juan Pablo, was with them for over three months, and proved integral to Mazál's survival in lockdown, covering over 3300 km doing deliveries during the three months.

Tamara says that before all of this, Mazál was primarily focused on growing as fast as possible, which meant doing as much as they could at once. However, priorities have since shifted—Mazál has now drastically simplified what they do which has helped them to stay organized and reach more people.

**Although these circumstances have been anything but ideal for a new business, Tamara has remained positive, upbeat, and grateful:**

**"This is a strange time for everyone. At times, it's hard not to think that things might be 'weird' like this for a very, very long time. But if we have learned anything, it's to remember that things are weird for *everyone* and to take it one day at a time. You're doing great, we are all doing great, and we will get through it together. And thank you to [everyone]**



from the bottom of our hearts for [the support].”

A positive attitude, gratitude, and resilience are undoubtedly a recipe for success.

- [Website](#) | [Facebook](#) | [Instagram](#)
- Address: Calle de Alonso Cano, 30
- Metro: Alonso Cano

By Mary Kresge ([LinkedIn](#) & IG: [@marelixb](#))

You may also like:

- [5 Best places to order vegan and vegetarian takeout during lockdown](#)
- [Maintaining the momentum: Supporting Madrid's Black-owned businesses](#)
- [Eat Out Madrid's top 5 places for takeaway and delivery](#)
- [Visiting Madrid's museums in times of corona](#)

---

**Mad Improv – shows and**

# **courses of the unexpected**

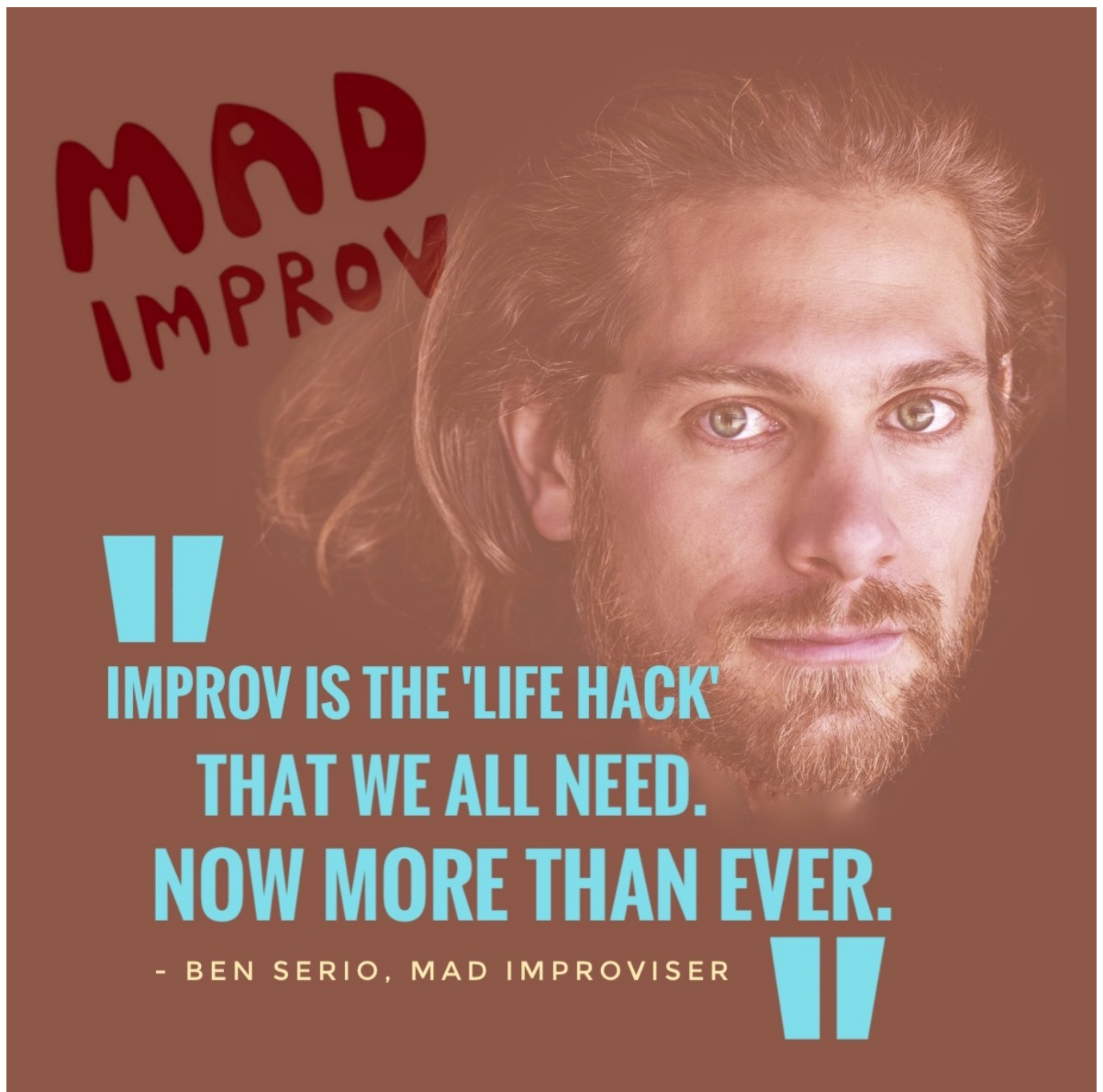
If you've ever ventured to Lavapiés on a Thursday night you may well have felt the vibrant pulse of English language entertainment beating to its own rhythm at [La Escalera de Jacob](#). The long-established indy theatre hosts [MAD Improv](#) – Madrid's go-to group for all things improv in English. The group offers up their [weekly show](#) (now in its third season) to audiences of native and non-native English speakers alike, as reflected in the multiple reviews on their [Trip Advisor page](#). They're now the 44<sup>th</sup> highest-rated show in all of Madrid, no less.



Their show formats include MAD About You, an improvised chat show complete with improvised interviews with audience members

and an improvised house band, and MAD Monologues where fresh stand up material from comics on the local stand up scene inspires the mad improv that follows. But coming to see a MAD Improv show on a Thursday night is, for some, just the beginning of a deeper and ever-surprising journey into doing improvisation themselves.

## Improv training



That's because MAD Improv, which began life in 2014, run

[courses and workshops](#). This month their flagship Green Course for beginners and near-beginners starts for the 7<sup>th</sup> time, as well as their Blue Course, specially designed for those with existing improv training, such as their own Green Course.



[Steve Loader](#), one of the founding members of MAD Improv, is the teacher of their beginners course. He describes the experience as:

*Witnessing a brilliant whirlwind of personal discoveries and magic Eureka moments as participants grasp the basics of*

*improv and run with them. The feedback we get from our alumni is proof that not only anyone can learn improv but also that improv turns out to be much more than just a type of performance, but something that feeds into everyday life.*

One student from their last Green Course, Carlos, put it like this:

*It's such a good environment, Steve is so enthusiastic and patient that we are all relaxed and lose our shyness and inhibitions. It's more than educational, it's therapeutic. I've received a training in spontaneity and I love it!*

## **Flexing creative muscles**





As committing to regular participation on a course isn't for everyone, every Sunday at [Espacio en Blanco](#) the MAD Improvisers offer their weekly [MAD Improv Gym](#), an open drop-in session for anyone who wants to try their hand at improv. The Gym also attracts a group of regulars and is always followed by post-improv drinks. According to Steve:

*Between 10 and 20 people come every week to our Gym. It's always formed the foundation of our community. We love offering the sessions.*





Steve has been a Madrid resident for 6 years and also runs [courses in clown](#), physical theatre and [scripted theatre](#). In fact, the MAD Improv community acts not only as a meeting point for anyone interested in improv in English, but also as a skills hub for the wider English-speaking arts community.

So, maybe 2020 is the year to find your own creative beat with some mad improv of your own.

# MAD Improv

- [Website](#), [Facebook](#) & IG: [@mad\\_improv](#)
  - [Show listings](#)
  - [TripAdvisor](#)
- 

## Top 5 specialty coffee shops in Madrid

The rich and earthy flavor of coffee in the air, La Marzocco espresso machine sitting on the counter, the obligatory map of Africa on the wall, cartons of Oatly milk stored in the fridge, at least one man bun... these and more are the characteristics of specialty coffee shops in Madrid. So, if you find a specialty café to be quirky and even eccentric, it means you're in the right place, and someone is about to brew the heck out of your cup of coffee.

Specialty coffee shops have a distinct and unique way of doing things that communicates in no subtle way, their high regard for good quality coffee. The coffee beans sourced directly from farms in Puerto Rico, Colombia, Kenya, Ethiopia, Brazil, or Guatemala, etc. have premium flavor profiles curated perfectly through every step from planting, to production and roasting. Besides the obvious benefits this has on the brew quality, it's also quite sustainable. If you can trace a coffee to its source, then it's more likely from a sustainable source.

Specialty coffee is relatively new in Madrid, but it has risen in popularity in the last two to three years with new cafés opening up all over the city. So if you're in Madrid and

you're craving a cup of coffee with a distinct flavor profile, below are the top specialty coffee shops in Madrid you can check out!

## Toma Café



Toma Café is located in the Malasaña neighborhood which boasts lots of the arts, cultural scenery in Madrid. Put succinctly, Malasaña is the hipster capital of Madrid so it's no surprise you can find specialty coffee there.

Toma Café is easily one of the best places to find good coffee in Madrid. Each cup of coffee is brewed expertly by experienced baristas. The atmosphere is relaxed, comfortable, and friendly. Toma Café has something that a lot of specialty coffee shops in Madrid don't have – **a really good breakfast and brunch menu.**

They have a working kitchen, and the menu has delicious offerings like avocado toast, yogurt and fruit bowl, and a bunch of pastry offerings made fresh daily. Their lattes and flat whites are specifically delicious with a distinct taste that can be traced back to the careful and patient brewing process of the baristas, and the filtered water.

- [Facebook](#) & Instagram: [@tomacafe](#) & [@tomacafewarriors](#)
- **Address 1:** Calle de la Palma, 49 (metro: Noviciado or Tribunal)
- **Address 2:** Calle Santa Feliciana 5 (metro: Iglesia or Quevedo)

## Hola Coffee





Hola coffee is located in Lavapiés, which is known for being the cultural hub of different types of ethnic restaurants, bars, and tapa places in Madrid. Hola coffee has a very light and airy vibe and atmosphere.

Picture this: it's Saturday morning and you're sitting on one of their benches, sunlight is sipping in through the windows and bouncing off their white walls. You can hear the machine brewing coffee, James Blake is playing softly in the background, you've been served a freshly brewed drip, and you can feel the different flavor profiles in each sip while you enjoy a good read or talk about your love for Madrid's art scene with a friend. It's a good day.

- **Facebook** & Instagram: [@holacoffee](#)
- **Address:** Calle del Dr. Fourquet, 33
- **Metro:** Embajadores or Lavapiés

## Acid Café





Prepare to be out-hipstered at Acid Café. Concrete walls and floors, minimalist decor, metal tables, wooden stools, strategically placed plants, toasted scones, metal straws (because the planet), gluten-free vegan cookies and yes, delicious and high-quality coffee brewed intricately with all the hipster love they can muster.

The minimalist decor is perfect to put you at ease. The vibe is toned down and usually quiet, making it ideal for spending an afternoon reading a book and sipping on some good coffee. It's also quite big so there's more than enough sitting for

groups.

- [Facebook](#) & Instagram: [@acid.cafe](#)
- **Address:** Calle de la Verónica, 9
- **Metro:** Antón Martín

## Ruda Café



Ruda Café is located in the neighborhood of La Latina, known for having a wide variety of cocktail bars and tapa spots.



Ruda Café has a quaint and rustic vibe with exposed brick walls and wall-mounted shelves stacked with tons of coffee and coffee paraphernalia.

It's quite small and embodies more of a coffee tasting room vibe with just enough sitting to host those who truly appreciate their finely brewed coffee. Also if you're looking to get a bag to go for your French press at home, Ruda has some of the finest beans.

- [Facebook](#) & Instagram [@rudacafe](#)
- **Address:** Calle de la Ruda, 11
- **Metro:** La Latina

## Boconó Coffee



Bocono Coffee is located in La Latina/Embajadores neighborhood. It's a good-sized café that can take large

groups. They also have a delicious brunch menu that's very affordable, and a fine collection of cakes baked in house. The scenery and atmosphere are very welcoming and great for an afternoon coffee date! While you're there, check out their impressive gallery wall which is perfect for the gram.

- **Facebook** & Instagram: [@bocono.coffee.roaster](#)
- **Address:** Calle de Embajadores, 3
- **Metro:** Tirso de Molina or La Latina

## Specialty coffee shops in Madrid are on the rise

There are more specialty coffee shops in Madrid with new ones opening up every day. I recommend these five places because they come up on top. I've also spent a considerable amount of time and money in each, so I make these recommendations with certainty. If you're a coffee nerd, feel free to chat up the baristas at any of these places and learn more about where they source their beans and their brewing process.

**By Jiji Majiri Ugboma (IG: [@Jiji129](#))**

**Jiji is the Creative Director of [Clever-ish Magazine](#) (IG: [@cleverishmag](#))**

*All images are from each cafés respective social media accounts*

---



# 10 Great Second-hand and Vintage Shops in Madrid

Fed up of queues in Primark, everyone having the same dress from Zara, and the unsustainable waste produced by fast fashion? Ditch the high-street chains and get ready to rummage! From cheap and cheerful thrift shops to high-end boutiques, there's something for everyone when it comes to second-hand and vintage shops in Madrid.

## 1. Vintalogy



- [Instagram](#), [Facebook](#), [Website](#)
- Address: Calle de Atocha, 10
- Opening Hours: 11am-10pm every day

A good place to start is Vintalogy, Europe's largest vintage

store, set up by the team behind the [Mercado de Motores](#). Forget delving into bargain bins; think of Vintalogy as a vintage department store. They make the most of the huge floor space and high ceilings with great merchandising, making it easy to find what you're looking for. The clothes are divided neatly into sections, and sizes are easy to find. If you fancy a splurge, there is also a separate room for luxury and designer clothing, all in mint condition and, like the rest of the store, beautifully presented.

The shop building is emblematic. Vintalogy replaced the historic cloth shop Sobrino de J. Martí Prats and the original signage has been preserved, in keeping with the philosophy of repurposing, reusing, and rediscovering gems from past eras. As you might have guessed from the late opening hours, **they often host events and DJs.**

## **2. La Mona Checa Vintage Market and Art**





- [Instagram](#), [Facebook](#), [Website](#)
- Address: Calle Velarde, 2
- Opening Hours: 11:30am-9pm Mon-Sat; 11:30am-3pm/4pm-9pm Sun

La Mona Checa is a cute boutique (with an equally cute name) on Calle Velarde, a mecca for vintage shoppers in Madrid. Thanks to its bright sign and distinctive monkey logo, you can't miss it walking past. Once inside, you could be at the circus, thanks to the quirky red-and-white, striped, fabric that decorates the ceiling, like the inside of a tent. They have a great selection of brightly-patterned shirts for men and women, some great party dresses, and sunglasses of all shapes and sizes (I even managed to find a pair to fit my tiny head).

### 3. Malasaña Vintage Outlet

- Address: Calle San Vicente Ferrer, 39
- Opening Hours: 12pm-3pm/5pm-8pm Mon-Sat

If you're looking for a bargain, this is your place. This outlet stocks clothes from La Mona Checa and Biba Vintage, all at up to 70% off. It's a true, no-frills, thrift shop experience, with no changing rooms and clothes racks full of stock. But it's not hard to find something you'll like. I walked out with two shirts and a skirt for under €10.

### 4. Magpie



- [Instagram](#), [Facebook](#), [Website](#)
- Address: Calle Velarde, 3 and Calle Manuela Malasaña, 19
- Opening Hours: 11:30am-9pm Mon-Sat; 12pm-9pm Sun

With a cavernous space on Calle Velarde and a small, newly-opened shop on Calle Manuela de Malasaña, Magpie Vintage has all the clothes you could wish for. There is an extensive range of both men's and women's clothing, everything from

jeans and sportswear to sequinned mini-dresses and floor-length evening gowns. I also love the range of accessories and jewellery. The prices are more than reasonable, with most items a bit less than they would be in your average high-street shop.

## 5. Heritage and Rare

- [Instagram](#), [Facebook](#), [Website](#)
- Address: Calle del Pez, 36
- Opening Hours: 11am-3pm/5pm-9pm Mon-Sat; 12pm-2pm Sun

One for the vintage purists, Heritage and Rare stands out for its beautiful, authentic, and well-cared-for vintage pieces. All items carry a label specifying the country and decade they were made in. From delicate Italian lingerie to heavy wool coats, everything is in perfect condition and shows no signs of use. A lot of the stock has never been used, having been rescued after shop closures. The shop is small but manages to squeeze in a good selection of men's and women's clothes, including shoes and bags.

## 6. Alphaville





- [Instagram](#), [Facebook](#)
- Address: Calle Velarde, 7 y 16 and Calle del León, 29
- Opening Hours: 11am-9pm every day

Alphaville has several locations, with two shops on Calle Velarde and another on Calle del Leon. On Calle Velarde, one shop is dedicated solely to vintage sportswear and the other has a bit of everything. Good for winter coats and shoes, my favourite of the three is the shop on Calle del Leon. With its cosy atmosphere and retro furniture, I sometimes feel like I'm shopping in someone's living room.

## 7. Humana, Malasaña

- [Website](#)
- Address: Calle de la Corredera Baja de San Pablo, 23
- Opening Hours: 10am-pm every day

Bear with me on this one... With shops across the country, Humana is the biggest second-hand chain in Spain, but it doesn't have a reputation for being the most stylish. Think Humana and you're more likely to be picturing frumpy



throwaways than quirky vintage finds.

However, the Malasaña branch, on Calle de la Corredera Baja de San Pablo, has a carefully selected collection. There is a mix of good-quality, on-trend, high-street items, and vintage stock. It's well worth a browse, whether you want to pick up some of last season's fashion at a fraction of the price or a more individual vintage piece. They get new stock regularly, **as the best items from the other branches are brought here.** The last time I went, there was even a vintage wedding dress!

## 8. El Rincón de Tía Jo





- [Instagram](#), [Facebook](#), [Website](#)
- Address: Calle Velarde, 4
- Opening Hours: 12pm-3pm/4pm-9pm Mon-Thurs; 12pm-9pm Fri-Sat; 1pm-9pm Sun

El Rincón de Tía Jo is my favourite second-hand shop on Calle Velarde. It seems like a little, narrow shop but is much bigger once you get inside. With a distinctly less hipster vibe than the other shops on this street, the best vintage stock tends to be in the room right at the back. In another small room, they have vintage furniture and knick-knacks. The selection of coats is great; I bought my beloved, black, fake-fur jacket here. Most importantly, the staff are friendly, helpful, and always give good advice about what suits you.

## 9. The Loop





- [Facebook](#), [Website](#)
- Address: Calle Velarde, 1
- Opening Hours: 11:30am-9pm Mon-Sat; 11:30am-3pm/4pm-8:30 Sun

Banish thoughts of rifling through musty cast-offs. The Loop's tagline is "Fresh Vintage for Fresh People." Though "Fresh Vintage" is a bit of an oxymoron, I think they mean that all their vintage clothes are on trend, in good condition, and clean. The stock is well selected, with well-known brands like Moschino, Armani, Valentino, Calvin Klein, and Levi's. The shop is bright, modern, and feels more like a quirky designer boutique than a thrift store.

## 10. Johnny and Velvet



- [Instagram](#), [Facebook](#)
- Address: Calle Embajadores, 42
- Opening Hours: 11am-2pm/5:30pm-9pm Tues-Sat; 11am-4pm Sun

Johnny and Velvet, named after the owner's two greyhounds, is perfect if you want to pick up some €20 Levi's jeans. It's a bit away from the main hub of vintage shops in Madrid, located south of the centre on Calle Embajadores, making it a good choice if you don't feel like facing the bustle of Malasaña. The clothes are quirky, original, and reasonably priced.

By Ellen  
Fouweather (*Instagram: [@efouwee](#)*)

Know any other great second-hand and vintage shops in Madrid? If so, let us know!



---

# Lúa Vermutería, a charming new bar with an old spirit in Lavapiés

Serendipity. It's a funny thing. My friends and I used to go to a bar several nights a week where the head server, Alberto, treated us like royalty. It was our hangout spot.

Fast-forward a few years, and I was wandering around Lavapiés with a friend on a Saturday night and we stumbled upon Lúa Vermutería on the (very cool) Calle Doctor Fourquet. We were in the mood to try something new and this place immediately lured us in. After squeezing through the crowd and making our way to the bar, to our surprise, there was Alberto!



At 56 years old, Alberto is now the owner of this new venture which he named after his daughter, Lúa (meaning “moon” in Galicia, where he’s from). And he took the head chef, Rosa, from the former bar along with him.

Although they completely gutted and refurbished an old night club, today Lúa Vermutería looks like a traditional *taberna* that underwent a high-quality facelift. It has an old-fashioned feel to it, with high tables and stools set out in the front, and just a handful of sit-down tables in the back.



Lúa Vermutería is located on a street that's full of new art galleries and trendy shops in the ever-changing neighborhood of Lavapiés. That's why it stands out for its charming and classic vibe. It's already becoming a favorite in the barrio, with visits from the likes of celebrities including Almodóvar. The music ranges from soul to blues, and they've started showcasing exhibits from local artists.



As for the drinks, you'll find Zecchini vermouth on tap and a list of Spanish wines and beers. Of course, each round comes with a complementary tapa. The menu features homemade Spanish dishes, along with a number of modern and vegetarian options. For lunch, you can also order the daily special: a €5 *plato de cuchara* (usually a hearty stew), such as lentils, *cocido*, or *la olla gitana* (pictured below).





So far we've ordered the *entraña* (steak), *tacos de bonito* (tuna slices over black pasta with cuttlefish and alioli), and the *pisto manchego* on toast.



Everything was absolutely delicious. The steak was cooked perfectly and came with *patatas bravas*, one of the house specialties. Alberto also treated us to a side of caramelized onions prepared with vermouth – it was so sweet and so good.





The Italian-inspired pasta mixed with alioli and tuna was a burst of different textures and flavors. It's one of Lúa's star dishes that came highly recommended by Alberto.



And my favorite was the *pisto* – a slice of toast topped with a heaping portion of freshly cooked vegetables that tasted even better once the yolk from the fried egg spilled all over it.

It was wonderful to see Alberto there after so many years. We'll definitely be back again and again.

## Lúa Vermutería

- [Facebook](#)
- **Instagram:** @lua\_vermateria
- **Address:** Doctor Fourquet, 28
- **Metro:** Embajadores or Lavapiés
- **Phone:** 637 65 27 51



---

# Toscanaccio, gourmet Italian takeaway in Lavapiés

Toscanaccio is a cute little Italian bakery and pizzeria situated on a side street in Lavapiés, opened a year and a half ago by Guillermo (Madrid) and Federico (Siena). Out of their small kitchen and sole oven comes authentic homemade bites from Tuscany, all lovingly crafted on site, from scratch and with prime ingredients.



While you'd think the creators of [Toscanaccio](#) hailed from a long line of Italian bakers, their story is rather unexpected. Guillermo and Federico met over a decade ago while studying in

London, and have since travelled and lived around the world, always picking up new skills and game for new adventures along the way.



Neither of them had planned on opening an Italian bakery. That is, until a few years ago when they decided to set out on a new venture in Madrid: a Tuscan-inspired takeaway joint in Lavapiés.

Before opening, they spent months training with a *señor* who's been hand-crafting authentic Italian baked goods for over 40 years. After learning from the best, they found a place and refurbished it practically by hand. And here they are!





Toscanaccio fits perfectly into the already diverse and eclectic neighborhood of Lavapiés, full of charming gems and



surprises scattered throughout its sloping, winding streets.



When you step into Toscanaccio, you'll immediately see a tempting display of prepared foods. Options range from savory bites like pizza, *focaccia*, *calzoni*, and *ciaccino ripieno* (sandwiches typical of Tuscany) to a wide selection of traditional cookies, cakes and pastries like *crostatines*, *tarta de la nonna*, and *panello de uva*. Depending on the day, you may even find brownies and carrot cake.





The *ciaccino* filled with brie, arugula and pesto is my new favorite go-to snack.



There's also an assortment of homemade breads, with an additional daily special. Today's was *pan de calabaza* (pumpkin bread). All the dough is made with different types of organic wheat, rye and spelt flour, made right here in the kitchen, in plain sight.





The space is quite tiny, but it's all you need. If you want to sit, there are only two stools and a bench outside. Otherwise, it's best to order to go. Luckily their hours are quite accommodating: they open from 11am-11:30pm every day, and until 3:30am on Fridays and Saturdays. Tuesday is their day off.

So thanks to these two guys, we've now got the perfect place to grab a delicious Italian bite on the go, almost any day of the week.

## Toscanaccio

- [Facebook](#)
- **Instagram:** @toscanaccio\_
- **Address:** Calle de la Fe 16
- **Metro:** Lavapiés

- **Phone:** 912974729
  - **Hours:**
    - Monday through Thursday 11:00 AM – 11:30 PM
    - Fridays and Saturdays open till 3:30 AM
    - Closed on Tuesdays
- 

## Café Viralata – craft beer, delicious sandwiches, and live music

Jay (Dominican) and Selvi (Italian) are a music-loving couple who decided to put their passion for art and craft beer to good use: in June 2018, they opened Café Viralata in Lavapiés.

While it may be a new bar (with killer decor), it has nothing to do with the wave of pricey hipster joints that has flooded the neighborhood in recent years. No, señor, this place has some very simple raisons d'être: **good music, good food, and good vibes** at more-than-reasonable prices.

The facade piques the interest of passersby with some sassy paintings of doggos (thanks to [@ramon\\_amoros\\_ilustrador](#)) and a blackboard announcing the bar's upcoming events (more on that later).





Once inside, we start with what's important: beer! You've got everything **from your classic Estrella Galicia to impressive local IPAs**. They've been working closely with the local brewer community, specifically the guys at Abeerzing, to learn more about "el mundo cervecero." So the beer list is constantly growing and changing.

Café Viralata is also the first bar in Madrid to serve Beertag, a brand new beer from La Rioja brewed by Slezia Albino, one of Jay's oldest friends in Madrid from film school.



As for wine, they of course offer Rioja, Ribera del Duero, Verdejo, and Albariño, but they also recommend wines from Madrid, Alicante, Catalunya, Portugal, and Italy, and **their “tinto de verano” is actually made with an Australian wine.** As Jay says, if you’re a purist, you’ve really gotta keep an open mind here.

Once you’ve got your drink, you’ll probably want something to snack on (if you give a mouse a cookie...). Café Viralata goes way beyond your typical tortilla and olives.



Get started with appetizers like the hummus plate and the avocado toast, and if you're looking for something more substantial, go for one of their sandwiches, **which are made with love on fresh sourdough bread** from the folks at bakery [Madre Hizo Pan](#).

A house favorite is "La Piernotta," a Dominican-Italian version of the typical Dominican "*sandwich de pierna*" with *porchetta* (Italian, roasted, oven-baked pork) with smoked *scamorza* cheese, green peppers, and red onions.

And yes, **they also have fabulous vegetarian and vegan options.**

Lastly, if you have a sweet tooth like me, you can't leave without trying the homemade tiramisu, lovingly crafted by [@lacucinadicarlo](#) (who also provide their pastrami).







Once you've got your food and drink sorted, head to the back of the bar to check out what makes this place truly special: an intimate venue, complete with a piano (that Selvi's mom sent them from Italy!), guitars, a projector, two rows of chairs (I said intimate!), and lots of vinyl records to thumb through.

This space offers anything from **live acoustic concerts** to independent film screenings, theater, micro-theater, poetry readings, spoken word, stand-up comedy, magic shows...



**It just doesn't get much better than that.**

Oh, and if you're wondering what "viralata" means, this is what Jay had to say about it:

*In the Dominican Republic, and also in Portuguese-speaking countries such as Brazil, a 'VIRALATA' is what a stray dog and/or any animal or person of mixed race is called. 'VIRAR' means 'TO TURN' and 'LATA' means 'CAN', a reference to the way that strays 'turn cans' while searching for food; in our café, though, we're strippin' away any negative aspect that surviving and struggling through life may have in our modern society. The struggle is real and it makes us better people! So turn cans, dear viralatas, turn those freakin' cans!*

Me apunto.

PS: Stay tuned for Café Viralata's grand opening party...

## Info

- [Instagram](#) & [Facebook](#)
  - **Address:** Calle Olivar, 17
  - **Metro:** Tirso de Molina, Antón Martín, or Lavapiés
  - **Phone:** +34 912 96 88 26
- 

## Panifiesto, a bread-lover's paradise in Lavapiés

When I first moved to Madrid, I had a few initial goals: get an apartment, make new friends, and find a badass bakery where I could satisfy my carb cravings—not necessarily in that order. I don't know what it is, but there's something about bread that makes me feel right at home. For me, it's the ultimate comfort food and the simplest culinary pleasure. So when I moved to a new city thousands of miles from home, finding good bread was clearly a priority.

Luckily for me, it didn't take long. Soon after I moved into my apartment in Lavapiés, I stumbled upon the perfect place entirely by chance. [Panifiesto](#) doesn't look like much from the outside—or the inside, for that matter. It's a minuscule, minimalist space on the corner of Calle Mesón de Paredes and Calle Juanelo. The tiny storefront features a bench and a counter, behind which the fresh bread is displayed on tall metal shelves. If you peek through the loaves, you can see the magic happening in the kitchen in the back.





When it comes to bread, I've learned that simple is almost always better, and Panifiesto confirms that conclusion. All they do is bread—no pastries, empanadas, or even *tostadas*. You can't come here for breakfast or a drink with friends. In fact, you might not even notice it if you aren't specifically looking.





They offer around five to eight varieties each day: wheat, whole wheat, rye, spelt, baguettes, and *gallego* (half wheat, half rye) are almost always available. Some days they also have *tritordeum* (a grain that's a combination of wheat and barley), seeded (full of poppy seeds, sunflower seeds, and more), and heavenly golden-hued corn bread (my personal favorite). Also look out for seasonal specialties, like the raisin, rosemary, and honey loaves they offered last Semana Santa.





ESPELTA  
4'80%

TRIBUNA  
4'00%

CENTRA



The prices are, naturally, a bit more than you might be used to paying for bread: €1.35 for a baguette or €3-5 for a full loaf. You can also buy half a loaf for half the price, and they'll slice it for you if you ask!

So what exactly makes this bread special? The short answer is that it's made with *masa madre*. If you're as gluten-obsessed as I am, you know what that means. If not, pay attention, because this is important. There's not an easy English equivalent for this term. The closest thing we have is "sourdough," but while all sourdough is *pan de masa madre*, not all *pan de masa madre* is what you might think of as sourdough.

Essentially, it means that the bread is made without chemical leaveners like baking powder—just flour, water, and salt. It rises due to the natural bacteria in the dough (sometimes called a pre-ferment or "mother dough"), making it denser and lending it a slightly sour flavor. You can bake any kind of bread with this method, as you can see from the variety of options on offer at Panifiesto.

Have I convinced you yet? If not, I dare you to go to this place and not immediately fall in love. Forget about the sad, stale *barras* at your local *alimentación*, set aside a few extra euros, and indulge in some of the best bread money can buy. It's worth it.

## Info

- [Website](#) & [Facebook](#)
  - **Phone:** 694 44 90 20
  - **Address:** Calle Mesón de Paredes, 10
  - **Metro:** Tirso de Molina & La Latina
-

# Tapapiés: a guide to everyone's favorite food and culture festival in Lavapiés

It's that time of year again. The air is turning chilly, the leaves are starting to change, and the millennial obsession with all things autumn is taking over social media. But here in Madrid, there's a whole different reason to be excited. With October comes [Tapapiés](#), the annual festival that inundates the streets of the [Lavapiés neighborhood](#) with delicious food, cheap drinks, and live music.

For 11 days at the end of October (this year's 7th edition lasts from October 19–29), dozens of restaurants and bars in Lavapiés offer a very special deal. Each one develops their own **signature tapa**, and offers it to the public for just **€1.50**. For an extra euro, you can also get a *botellín* (a 250 ml bottle of beer) to wash it down. The [event](#) is sponsored by Barcelona's Estrella Damm, and at most places you can choose between a regular beer or Damm Lemon (beer and lemon soda).



A bar advertises its participation in Tapapiés with the festival's official poster.

**Lavapiés is known for its incredible cultural diversity**, with large immigrant populations from all over Africa, South America, the Middle East, and Central Asia. As a result, it's full of [international eateries](#) offering everything from [Senegalese thieboudienne](#) to Syrian sweets. A good number of these establishments participate in [Tapapiés](#), which means that in one night you can practically eat your way around the world, just by exploring the neighborhood's sloping streets.





The delicious “Crepioca” tapa from Saboor Tapioca

In other words, **this [festival](#) is every adventurous foodie’s dream come true.** There are various strategies for tackling the overwhelming amount of options (**122 tapas in total**) and chaotic crowds. You can simply wander around, dropping into whatever bars you come across and trying your luck. Each one usually advertises a photograph of their tapa with a huge poster out front, so you’ll know more or less what to expect. Don’t forget to stop by [Mercado de San Fernando](#) and Mercado Antón Martín, where several vendors also participate.



A tray of tapas at Toscanaccio Italian bakery: marinated eggplant, walnuts, goat cheese, and sun-dried tomato pesto on spelt bread

If you're (A) a picky/allergy-prone eater or (B) determined to try as many different tapas as possible, you might want to consider a more organized strategy. Ask for a brochure at any of the participating places—you'll get **a pocket-sized booklet that contains a list of every single tapa being offered**, as well as a color photograph and a detailed ingredients list for each. They're all plotted on a numbered map, so you can plan out your ideal route. Be warned, though: it's hard to stick to a set plan when there are so many tempting options around every corner.



Dishing out the special tapa at Maloka Bar Brasileiro: yuca in a coconut milk sauce with peanut pesto

My advice? Grab a group of friends who aren't afraid to elbow their way through some crowds and try as many new things as possible. This is not an activity for those who would rather settle in at a cozy restaurant for a relaxed dinner.

Expect to eat standing up while balancing a beer in one hand a a tapa in the other, and shouting at each other just to be heard. **It's messy, it's crazy, it's loud—and it's totally worth it.** The frenetic and colorful spirit of the neighborhood is never more alive than on a night of [Tapapiés](#).





“Carrillada melosa” from Maldito Querer: braised beef cheeks in a sauce of caramelized onion, garlic, herbs, and Pedro Ximénez reduction

To complete the experience, it’s essential to attend one of the [various outdoor performances](#) by local musicians, dancers, and entertainers that take place throughout the event. On Friday, Saturday, and Sunday afternoons and evenings, you can catch live music and shows at nine different designated spots (a full schedule is included in the brochure). There’s also the simultaneous **Chollopiés** festival, which **spotlights the neighborhood’s local businesses** by offering [special discounts](#) on certain products.



Maybe you live in Lavapiés and want to get to know your *barrio* better. Maybe you've never been and want to see what all the hype is about. Or maybe you're just hungry, thirsty, and low on cash. Whatever the case, [Tapapiés](#) is bound to become one of your favorite events in Madrid. If you go into it with **the right mindset, a healthy appetite, and a handful of coins**, I guarantee that come next October, there'll only be one thing on your mind. Who needs pumpkin spice lattes, anyway?

## Info

- [Facebook](#)
- [Website](#)
- [Instagram](#)

Check out our roundup of [Tapapiés' offerings last year!](#)

---

## Plántate Café, a specialty coffee & plant shop in Lavapiés!

Specialty coffee shops are in demand in Madrid, and thankfully so. I'm sorry old-school bars, but after trying high quality espresso, it's really hard to enjoy your *café con leche* anymore.

This feeling was particularly strong for Kevin, a Canadian who's been living in Spain for eight years and is the owner of the newly-opened Plántate Café. "Everybody who's into coffee will be able to tell you a story about their first good cup," says Kevin. "After that moment there's no turning back."





Kevin's first was in London at Brown's of Brockley, and it literally changed his life. While living in Lavapiés for



years, he longed for a good cup of coffee so badly that he'd bike up to Malasaña's [Toma Café](#) every morning. When the daily trek turned unsustainable, he decided to buy their coffee beans and start making cold brew at home. Then he got a V60 to make filter coffee.

Little did Kevin know, he was slowly becoming a coffee connoisseur. "Opening up a coffee shop was just a side project." But as is often the case with side projects, they become your full-time job. And that's just what happened.



Kevin opened Plántate Café in July. Before setting up shop, he and his two friendly baristas – Antonio (Spain) and Fernando (Brazil) – went to train with the top roasters at London's Square Mile so they could bring their skills back to Lavapiés.



The guys at Plántate Café are fully dedicated to spreading the specialty coffee culture done right, and proud of the relationships they have with their suppliers. They get their house espressos from three top roasters: Puchero, from Valladolid; Right Side, from Barcelona; and Square Mile, from the UK (whose decaf is said to be the best in the world).





Their drink menu features the musts: flat white, macchiato, cold brew, filter coffee, an assortment of teas, and more.



And if you're in the mood for a snack, you can order toast with avocado, a cup of yogurt with chia seeds or cake.





You can also buy plants such as cacti and orchids (hence the name, Plántate Café), plus magazines and coffee-making gear from leading brands like Hario (Japan).





Since opening they've received a lot of local love from the neighborhood, thanks to a balance of excellent coffee and treats at fair prices, a friendly staff and a great ambience.



So come on in and check it out!

## Info

- **Instagram:** @plantatecafe
- **Address:** Calle Mesón de Paredes, 28
- **Metro:** Tirso de Molina / Lavapiés