

the spotlight

A weekly roundup for shopping and doing business locally!



Pink Rose Cafe Brings New Charm to Sixth Avenue

By: Sponsored Content Writer Alison James

Whether you're planning a morning meeting, brunch with the besties, a quick solo lunch or a night out with the girls, the Pink Rose Cafe is the newest Decatur destination offering something for everyone.

Owner Laura Hernandez said she began dreaming of opening her own cafe after years of creating delicious coffees and treats for family – more of a passion than a pastime. When the 1311 Sixth Ave., location became available, she knew it was the perfect place to make her dream a reality.

Visitors to the cafe will immediately notice that its name is key to its identity and atmosphere. "It's very pink," Hernandez said with a laugh.

She said the aesthetic has inspired plenty of photo ops, and she loves seeing groups of girlfriends all dressed up come in to take pictures, order something yummy and enjoy themselves.

Pink Rose Cafe eased onto the Decatur dining scene with a soft opening schedule for a few weeks starting in February. Since opening day the cafe has been busy and has drawn great reviews and feedback from customers – and word has spread.

"I have a lot of people coming from Madison, Cullman, Florence," Hernandez said.

While there's the aesthetic appeal, of course, the important draw is the menu. A central offering is the crepes. A Pink Rose Cafe bestseller is the strawnana crepe – a combination of strawberries, banana and Nutella – but that's just one item on a mammoth menu that features other sweet crepes as well as savory, sandwiches, Dubai cups, açai bowls and more. Popular drinks include the pink drink and the Dubai latte. Rolled ice cream is one of the newest treats to join the menu.

Hernandez said it took hours of hard work to make Pink Rose Cafe the welcoming spot it is today. The old building required significant rehab and renovation, but her husband Victor, her mother, and other family and friends came alongside her to make it happen. "It wouldn't have been possible without them," Hernandez said. She said she hopes customers can see the effort and good vibes poured into the cafe.

Hernandez is hands-on at Pink Rose. At any moment she might be making a crepe or brewing coffee, managing the cash register or ordering supplies and handling the book-keeping. She said all the hard work is worth it when she sees her happy customers.

"You enjoy when you know people like your work. It makes me feel really good."

Pink Rose Cafe is open Tuesday through Saturday from 8 a.m. to 7 p.m.

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