

the spotlight

A weekly roundup for shopping and doing business locally!



HighPoint BrewHouse & Café's New Owner Brews a 'Home in a Cup' Experience

By Vallean Jackson
Sponsored Content Writer

There's no better way to start the day—or wind down—than with the smell of freshly roasted coffee and pastries in the air.

"When people walk through the door, I want them to experience an environment that feels homey and fun. A place to unwind from the hustle and rush of the day. Somewhere they can hold a business meeting, meet up with friends, or simply sit, relax, and be themselves," said owner Danny Saafiyah.

Since taking ownership of HighPoint BrewHouse & Café in Decatur toward the end of the year, Saafiyah has taken the establishment under his wing with a clear mission: to elevate both its offerings and the overall experience. Beyond iced coffees and warm lattes, new menu additions include açai bowls, refreshers, boba, a full brunch menu, dinner menu, and more to come.

As one of the only coffee roasters in North Alabama, Saafiyah says the team takes pride in producing top-quality coffee beans. While Piper & Leaf teas remain popular, customers are raving that HighPoint's bags of coffee are among the best they've ever had.

"The support we've seen from the community has been fantastic and greatly appreciated," Saafiyah said. "Even with an occasional slow day, we've seen an increase in patrons. It feels great to maintain the momentum that was already here and continue building on that foundation."

Saafiyah also shared his belief in the importance of having spaces to conduct meetings and gatherings that don't feel like an office. When the environment is relaxed, he says, creativity flows more freely and people feel better about what they're doing.

HighPoint BrewHouse & Café is more than a coffee shop. It's a space shaped by compassionate staff, a kid-friendly atmosphere,

and a thoughtfully designed layout that invites guests to stay awhile—all rooted in a strong sense of community.

Whether stopping in for a quick cup of coffee or settling in for the afternoon, HighPoint BrewHouse & Café offers an experience designed to meet people where they are. Saafiyah's continued goal is to offer a space that feels good to walk into and even better to return to.

Those new to the area or searching for a home away from home are encouraged to visit HighPoint BrewHouse & Café at 307 2nd Ave. SE, Suite 3, in Decatur. The café is open seven days a week. For hours, online ordering, menu updates, new vendors, and upcoming events, stop by, check them out on Facebook, or visit www.highpointdeatur.com.

Saafiyah personally invites the community to gather, connect, and enjoy handcrafted beverages and meals that feel just a little more personal.

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