

From Barranquitas to National Avenue

Before relocating to Wisconsin, the Torreses operated coffee stands and carts in Barranquitas, Puerto Rico. Following the devastation of Hurricane Maria, they made the difficult decision to start anew in the U.S. This journey culminated in late 2024 when they opened Aroma Café, turning their passion for coffee into a brick-and-mortar establishment on National Avenue. As Lucy Torres describes it, Aroma Café serves as “a home away from home,” attracting a diverse morning crowd of commuters and students eager for a comforting caffeine fix.

A Unique Coffee Experience

Aroma Café sources its coffee beans directly from a family farm in Barranquitas, ensuring a genuine connection to its roots and a commitment to quality. The beans are meticulously wood-roasted by hand, a process that not only enhances their flavor but also underscores the café's dedication to traditional methods. This artisanal approach positions Aroma Café distinctively within the competitive coffee market, providing an authentic experience that resonates with both local residents and visitors.

The café is open for walk-in service on weekdays and weekends, making it convenient for patrons to enjoy a cup of their carefully crafted coffee.

A Community Hub

Officially welcomed by the City of West Allis in a January 17, 2025, economic development announcement, Aroma Café is celebrated for introducing Puerto Rican flavors to the neighborhood. Local media coverage has highlighted the inviting atmosphere and the café's emphasis on quality pastries, which complement its coffee offerings perfectly.

The café's popularity is evidenced by its growing list of regular customers who gather each morning for their favorite brews and housemade treats. This community engagement extends beyond the café's physical location; the Torreses also participate in the South Shore Farmers' Market through the fall, providing more opportunities for Milwaukee-area residents to enjoy their unique coffee.

A Flavorful Future

As Aroma Café continues to thrive, Lucy and Mateo Torres remain committed to their mission of sharing their family's coffee traditions while fostering a sense of community. With its thoughtful blends, homey atmosphere, and dedication to quality, Aroma Café is quickly becoming a must-visit destination for those seeking a taste of Puerto Rican culture right in West Allis. Whether you're a local or just passing through, a stop at Aroma Café promises to be a delightful addition to your morning routine.