

A brand new coffee business has come to Reisterstown, and where better for the truck to be located than right next to Chill Snowballs and Ice Cream!

Meet Abiud Ayele, the owner and founder of AweCherry Coffee.

Ayele had a dream to open a coffee shop, and in 2021 when he moved from Ethiopia to Seattle, he made that dream a reality.

The concept of the business started in Seattle with the goal to bring the flavor and culture of Ethiopian coffee to America. When Ayele found himself relocating to the DMV in 2023, he noticed the area was full of food trucks, but coffee trucks were scarce. From that point, he repurposed a truck into a coffee shop on wheels, and AweCherry Coffee was born.

He said what is special about the business is not just the coffee but the high quality service he aims to provide. AweCherry Coffee is family owned, wanting a friendly and welcoming experience for customers along with the purchase of drinks and pastries.

In Ethiopia, coffee is more than just a drink. Coffee ceremonies are held that foster community, social interaction and reflection. Ayele plans to showcase these coffee ceremonies right on Main Street.

“AweCherry Coffee isn’t just here to do business. It’s here to build a community,” Ayele said.

The truck will offer a variety of drinks and pastries along with pre-packaged Ethiopian Coffee Beans. Ayele’s personal favorite item is the iced latte.

The coffee truck will be open from 8 a.m. to 3 p.m. Monday through Saturday and from 9 a.m. to 2 p.m. on Sundays. Make sure to pay them a visit!