

Despite the understated "soft opening" approach, the cafe was consistently busy from its initial hours, signaling a strong reception from the community. Brema, the visionary founder behind both Unfinished Legacy and Blue Hour Coffee, expressed enthusiasm for the new venture. "We're just young dreamers, and wanting to contribute something to the Milwaukee community and culture," Brema stated, highlighting the brand's commitment to enriching the local landscape.

The expansion represents a significant step for Unfinished Legacy, weaving the brand's established identity into the fabric of Milwaukee's burgeoning coffee and social scene. Blue Hour Coffee aims to be more than just a place to grab a drink; it seeks to become a hub for community connection and cultural expression, mirroring the ethos of its parent streetwear brand.

Blue Hour Coffee is open daily: 7 am - 8 pm on weekdays and 8 am - 8 pm on weekends.