

IN 'THE CITY'

NYC housing market boils

NEW YORK — The city's housing market is hot again in spite of a tepid market in many other urban areas, according to preliminary indications from real estate firms.

Droves of New Yorkers are hunting for co-ops, condominiums and townhouses, sending prices higher, sparking bidding wars and jamming open

houses, the newspaper said.

Both prices and the number of signed contracts rose in double-digit percentages compared with the same month in 2006, according to the city's three largest real estate companies.

— THE ASSOCIATED PRESS

LOCAL BIZ PROFILES

Kobricks: Hudson's coffee company

By **COTTON DELO**
JOURNAL STAFF WRITER

Local history buffs who think Maxwell House is the only manufacturer to ever have made coffee in Hoboken are due to recheck their facts.

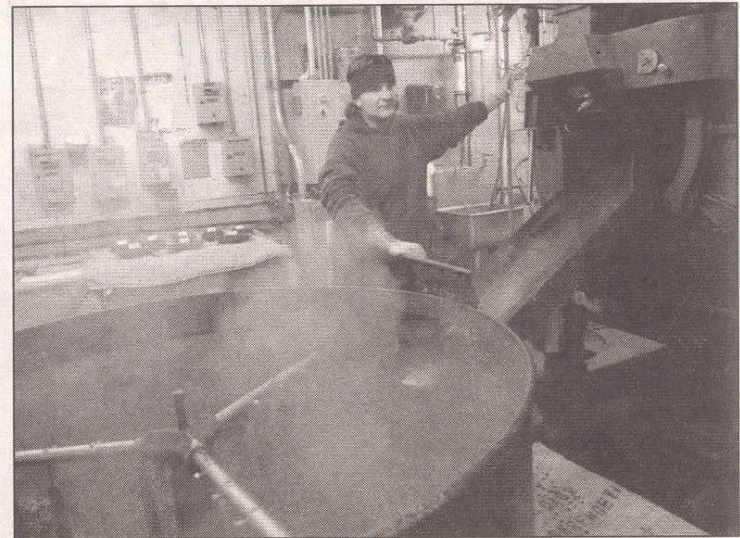
Maxwell House — which closed its Hoboken plant in 1992 — cohabited the Mile-Square City for nearly a decade with Kobricks Coffee Company, a 1983 arrival.

Three-fourths of Kobricks is actually in Jersey City at 693 Marin Blvd., according to Lee Kobrick — a third-generation owner of the family-run business.

White trucks bearing the company logo are conspicuously parked outside the former meatpacking plant, which is now the site for Kobricks' coffee grinding and distribution operations.

Established in 1920 in Tribeca, Kobricks was obliged to move away from Manhattan when the neighborhood was transformed from industrial to urbane. It made its move across the Hudson River at a time when most manufacturing outfits in Hoboken were shutting down.

Though Kobricks sells retail from the plant, the bulk of its business is done wholesale with restaurants and coffee bars. It's



REENA ROSE SIBAYAN JOURNAL PHOTOS

MASTER ROASTER Michael Calabrese roasts Ethiopian Yirgacheffe coffee beans at Kobricks Coffee Company, on the Hoboken-Jersey City line.

a national company that sells mostly in New York — where its roots are — but also has relationships with Hoboken restaurants like Amanda's, 908 Washington St., and Elysian Cafe, 1001 Washington St.

Kobricks' annual sales figure for 2006 was \$6.8 million. Leodoro Coffee Systems — another operation based out of the Marin Boulevard plant which sells and services espresso equipment — brought in \$2.6 million.

According to Kobricks roast-

master Michael Calabrese, between one and two million pounds of coffee are ground annually at the plant — a fraction of the output of Maxwell House, his former employer. But Kobricks coffee is meticulously hand roasted, he said.

Calabrese says the company uses beans from every coffee-producing nation in the world, but his personal favorite is Kenyan.

"There's a very winy, tart taste to it," he said.



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