

LAURA OLSSON

Met Laura Olsson, one of three owners of Johan's Joe Swedish Coffee House & Café, a modern version of a traditional Swedish café in the heart of Downtown West Palm Beach. An Orlando transplant, Olsson has lived and worked downtown for more than three years. Here, Olsson talks about the family-friendly nature of downtown, the area's luxury transformation and the way avocado makes everything better.

How I've seen downtown grow:

"We are impressed with the focus on Brightline, just one block west of Johan's Joe, and all the new buildings and construction around us. We love the beautiful park space across the street from us on Dixie Highway at the Alexander Lofts."

What makes downtown unique:

"All the activities that the Downtown Development Authority supports. And everything is walkable. The Intracoastal is just beautiful, and the events on the Waterfront really bring out the best of our city."

What I love most about downtown:

"I love that (almost) everything is family-friendly. When I first moved here, I loved that my daughter could run around at Clematis by Night or Sandi Land and play with new kids each night. It's amazing that I could spend date night with my husband on Clematis, but could also have just as amazing of a family night out with my children on Clematis or at the Waterfront or CityPlace."

Where I eat downtown:

"We love Avocado Grill. I could eat anything with avocado in it on the menu! We also love the new Hilton. Galley is an amazing restaurant with a really special outdoor ambiance. Some nights they have live music, and others a taco or sushi theme night. The steaks on the wood fire grill are to die for."

Where I shop downtown:

"I really like the Life in Palm Beach store at CityPlace. I love being able to buy my family and friends something



A TASTE OF SWEDEN: Laura Olsson, owner of Johan's Joe, shows off a mouth watering cappuccino. The Swedish café serves up authentic Scandinavian baked goods along with gourmet sandwiches, salads, soups, breakfast and lunch options. PHOTO BY JIM BERIAU

JOHAN'S JOE

Laura Olsson, owner | johansjoe.com

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THE DOWNTOWNERS

West Palm Beach business owners dish about why they're downtown – and why you should be, too!

unique to our area. I also count down the days to Saturday so I can shop fresh at the GreenMarket. There's nothing like the fresh herbs from Don Victorio's Market."

Where I play downtown:

"My go-to is the Saturday pool party at the Hilton. We also ended a date night at Wine Scene last week, and we loved it. Our first time there, but not our last."

When I love downtown:

"During the holidays, I love Sandi Land. As a mom of a 1-year-old boy and a 4-year-old girl, they couldn't be more excited about our sand tree and lights. We are so lucky to have something so special and unique in West Palm Beach."

Why I want to be downtown:

"West Palm Beach is very eclectic. Having a contemporary Swedish coffee house seems fitting. Our menu opens

up a worldly palate, which is perfect for locals and visitors. And who could turn down our smooth, dark roast Swedish-blend coffee and fresh-baked pastries? Or Swedish meatballs... Toast Skagen... or Swedish pancakes..."

Why you should visit downtown:

"Downtown West Palm Beach has grown so much over the past few years. From new luxury condos and hotels to restaurants and shops, not to mention Brightline, we have definitely emphasized our importance as a luxury destination."

– Staci Sturrock