

Urth Caffé

Jilla and Shallom Berkman as a small mail order company that was selling natural and non-toxic products for home founded Urth Caffé restaurant in 1989. In 1989, they met a farmer named Jorge who was an organic coffee farmer. Jorge represented the farms in Peru that produced organic coffees. After researching and partnering up, they noticed that coffee was highly demanded and it will be a great fit in the health industry. They wanted to offer people with great quality products, which it was natural and good tasting. They started developing and doing research on different type of coffees.

After spending several years experiencing and learning how to roast and brew coffee, they launched the first nation's first organic coffee company. The name that was chosen for the café was, Urth Caffé which means organic coffee, "Urth" is an old Welsh root spelling of Earth and "Caffé" is Italian for coffee. Through out years the company has been expanded to different locations and it keep expanding. The company has nearly 400 team members that help to serve tasty food to people.

The website of the company is urthcaffe.com and on the first page there is an animated page slide with image and text. There is a navigation tag on top that located visitors to the right place. On top of the navigation bar there is a tab for logging in and page for shopping cart. In the footer it includes social media icons and repeated logo. The page for menu and delivery really stands out because everything is on a grid and balanced. The colors that are used on the page are saturated and it makes the content to pop out more.