



July 20, 2017

**VIA ELECTRONIC MAIL**

Ms. Leah Pickett  
Dallas Observer  
3800 Maple Avenue, Suite 355  
Dallas, Texas 75219

Re: *Brewed+Pressed, LLC*

Dear Ms. Pickett:

Please note that our firm represents Brewed+Pressed, LLC (“Brewed+Pressed”) with regard to various business dealings, including the dubious lawsuit initiated by Local Press+Brew, LLC (“Local”). This letter is in regard to your article published on July 17, 2017 in *Dallas Observer*. Specifically, your article contains numerous false statements, hyperbole, and misleading statements. This letter, then, is to demand that you take down such article, or else publish corrections to it to accurately reflect the state of affairs and historical record between Brewed+Pressed and Local.

Initially worth noting is that nobody from Brewed+Pressed was contacted by you or anyone else from *Dallas Observer*. Neither Brewed+Pressed nor its principals, Michael Heffelfinger and Sohail Dar, has any record of any attempted contact in relation to your story, or for any other purpose.

More importantly, however, are the various factual inaccuracies apparently conjured up for your article by Local. Brewed+Pressed never went into Local’s location asking questions or checking things out. Indeed, the concept for Brewed+Pressed was in development long before Local ever opened its doors. Proof of this fact was provided to Local well before it initiated litigation against Brewed+Pressed. The notion that Brewed+Pressed copied Local’s concept, menu, or any other aspect of Local’s operation is as false as it is nonsensical.

Local never sent “nice letters” to Brewed+Pressed aimed at resolution – only one-sided cease and desist correspondence. In fact, Brewed+Pressed was the party who attempted overtures toward cooperation/resolution, but Local was not interested in participating. The allegation in your article that Local “never received ethical responses” is likewise ludicrous. Though the meaning of what an “ethical response” is eludes objective interpretation, Brewed+Pressed made several attempts to engage in rational, mutually beneficial exchanges with Local, always to no avail.

Finally, the allegation that Local's principals came up with the concept of a cold-pressed juice and craft coffee bar is readily disprovable. Brewed+Pressed's own principals have already pointed out to Local's principals that the Local concept mimics almost identically an establishment in California known as "Juice Served Here." In fact, one of Local's own Yelp reviews confirms this:



**Don W.**  
Dallas, TX  
15 friends  
63 reviews  
1 photo

- Share review
- Embed review
- Compliment
- Send message
- Follow Don W.

★★★★★ 6/12/2015

My girlfriend has family in LA so we go there a lot to visit. Coming here was like stepping into LA. Why do you ask? Because the owners here seem to have copied and stolen EVERYTHING from the design of the store, how the wood is cut, the menus, the juice, signs, fridge layout, iPad stands, the bottles, the labels, the branding, even the cleanse boxes all from our favorite juice bar in LA called Juice Served Here. It is an EXACT rip off and knock off of them completely.

Both the juices we got did not taste that good at all and my girlfriend and her friends coffee drinks were pretty bad. Not only did they steal their entire concept from Juice Served Here in LA but they can't even execute their stolen little juice bar properly. Not to mention the prices, they are very expensive here and won't last in oak cliff. There is so many far far better juice bars in dallas who don't steal their entire business from someone else that have ethics like our fav the gem, juice supply, or boom juice go support them instead they all deserve your business unlike these thieves.

Won't be back and hope they close soon, thats is if they aren't sued by Juice Served Here first!

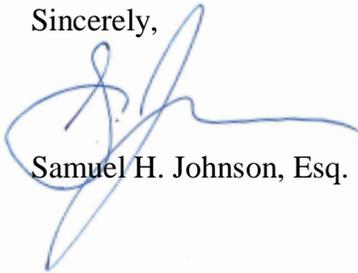


Photo: Don W. (attached to Yelp Review)

In short, the story apparently told to you by Local is fictional, not factual. You and your readers deserve to know that the framing Local attempts to establish through your writing is neither correct nor founded in good faith belief. Brewed+Pressed expects that the article will be removed until its contents and allegations have been independently confirmed, and then only to the extent it can be updated to correct Local's misleading statements.

If you wish to discuss this matter further, please don't hesitate to contact me directly.

Sincerely,

A handwritten signature in blue ink, appearing to read 'S.H. Johnson', with a long horizontal flourish extending to the right.

Samuel H. Johnson, Esq.

SHJ:ejr

cc: Beth Rankin, Food Editor – Dallas Observer

*via First Class Mail*