

Formerly Veganish, Coastal Cowgirl Cafe Brings Healthy Treats and Community

TUSCALOOSA, Ala.-- Small branding changes make a wave of differences for small Tuscaloosa business, Coastal Cowgirl Cafe, doubling business in their first month since rebranding. What was once known as Veganish, which opened in August of 2022, opened as its rebranded version Feb. 3 of this year.

The owner, Yazmyn Rozier, wanted to “merge coastal flavors with southern comfort foods in a laid-back atmosphere.”

For Rozier, the goal was always to bring a plant-based eatery to Tuscaloosa. After Veganish didn’t do the numbers expected, while being one of the only places with vegan options, she knew she needed to either close up shop or go a new direction.

Coastal Cowgirl Cafe is located on the corner of University Blvd and 22nd Ave. Although seating is limited, the Coastal Cowgirl Cafe is decorated to match the theme with shades of pink, green and white and beachy decor such as seashells and surfboards, leaving the space large in character, bright and inviting.

“I encourage my staff to engage with our guests to ensure that they are having a good time and enjoying the ambiance,” Rozier said.

Coastal Cowgirl Cafe draws in any customer who wants an Instagrammable place to take cute pictures of and more importantly “grab aesthetic bites, good music, and good vibes,” Rozier said.

The menu did not get a full rebrand from its Veganish form, with smoothies remaining the main focus. Coffee and brunch items were added to the menu, while the lunch menu was largely condensed.

Their best-selling items are their plant-based smoothies, specifically Vibe, made of strawberries, soy milk, avocado, agave, collagen, coconut cream, & strawberry puree.

Every drink is vibrantly colored and decorated with a heart-shaped pink straw. The meals are decorated the same, looking fresh, colorful and plated to not just satisfy hunger, but also to feed the eye.

Coastal Cowgirl Cafe staff agree that Veganish brought in more mature, health-focused adults, whereas the rebrand invites a more youthful audience.

UA student, Kate Connolly, enjoyed the popular Vibe smoothie while working on her computer in the cafe.

“I never visited when it was Veganish,” Connolly said, “but I saw the cafe on my TikTok and knew I needed to try.”

While Rozier credits no specific marketing strategies, she does try to consistently post pictures of items as well as daily vlogs at the cafe on social media, attracting a younger audience.

“I continue to feel that the girls are strongly supporting the girls,” Rozier said.

As for the future of Coastal Cowgirl Cafe, Rozier hopes to begin expanding the menu, possibly creating a food truck, and eventually opening another location. Rozier would also like to create events that celebrate the community and bring people closer.

The cafe has partnered with many UA sororities, clubs, organizations, student micro-influencers and local businesses. It takes delivery and pickup orders and is taking applications for hiring on its website.

Coastal Cowgirl Cafe has provided percentage days for multiple UA Greek organizations to donate a percentage of earnings to the sorority’s philanthropy of choice. Last week, they held a

percentage day for Kappa Delta orchestrated by Rozier and Kappa Delta's DEI Chair, Hannah Coleman.

“I was very excited to see Coastal Cowgirl Cafe's willingness to support our philanthropy,” Coleman said, “and to see all of the girls join together to hang out in the cafe for a good cause.”

Coastal Cowgirl Cafe is a small space, not holding any in-house events as of now, but brings big heart and heart-healthy treats to downtown Tuscaloosa.

Yazmyn Rozier hello@coastalcowgirlcafe.com

Kate Connolly 704-600-7057

Hannah Coleman 334-301-9543

