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IN CHICAGO, INSURANCE COMPANY LAUNCHES COMMUNITY CAFÉ FOR LOCALS

 FOOD & DRINK

Next Door is a new Chicago-based café from insurers State Farm. Offering financial coaching and classes, the café is designed to help the company get closer to the local community.

Illinois-based insurer State Farm has appeared on our virtual pages several times before, but recently we came across a reason to cover it again. The topic this time? [Next Door](#), a new, branded café the company recently launched in Chicago. Offering financial coaching and classes, the space is designed to help State Farm get closer to the local community. Supplied with locally made treats and artisanal coffee, State Farm's new Next Door Café is billed on its [Facebook page](#) as "a creative community space and café where anyone can ask questions about finances and insurance stuff and find answers. No pressure. No sales pitch. No kidding!" The café is open from 7 am to 10 pm daily, with expert-led coaching and classes during the the day. Also on hand are free wifi, a library and a meeting room. Everything is free, in fact, "except the coffee," says the company, which also offers up the space for local events. Similar in many ways to Heineken's brand-sponsored [Wix Lounge](#), State Farm's Next Door is offering a valuable service for the local community, and bringing the brand closer to potential customers. An approach to test out in your brand's locality? Contact: (773) 472 DOOR Spotted by: Bill Dagiantis

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Website: www.nextdoorchi.com