

Business Spotlight May 2026

Cortaditos Coffee

Cuban Flavor, Community Impact, and World Cup Energy in Hudson County



Cortaditos Cuban Spread

Cortaditos Coffee is more than a café — it's a cultural connector rooted in Cuban heritage, community engagement, and the belief that great coffee brings people together. With seven thriving New Jersey locations, including Union City, North Bergen, Harrison, New Jersey City University's campus, Belleville, Newark, and American Dream, Cortaditos has become a growing and recognizable presence across Hudson County and beyond.

As Hudson County prepares to welcome global attention during the 2026 FIFA World Cup, Cortaditos is expanding its footprint and energizing neighborhoods with its signature craft Cuban coffee, vibrant fast-casual menu, and atmosphere inspired by cultural icons like Celia Cruz and José Martí. National recognition from CNN, Telemundo, and NJ.com reflects what local customers already know: Cortaditos is building something meaningful at the intersection of culture, entrepreneurship, and community.

That growth story is also a Hudson County success story, supported in meaningful ways by the Hudson County Economic Development Corporation (HCEDC). Through its Business Spotlight engagement and broader economic development efforts, HCEDC worked closely with Cortaditos to identify strategic expansion opportunities and connect the company with resources designed to strengthen long-term growth. What began as location-focused guidance quickly evolved into a deeper collaboration, introducing the team to new tools, regional partnerships, and support systems that helped position the company for sustainable scaling.

This hands-on approach reflects HCEDC's mission: to ensure that businesses across Hudson County not only launch, but grow with confidence, visibility, and long-term impact.



Cortaditos Owner, Adam SanMiguel and Team

“Cortaditos captures the energy that defines Hudson County, where entrepreneurs from every culture are building, creating, and bringing communities to life,” says Michelle Richardson, Executive Director of the HCEDC. “That collective momentum is what makes this such a dynamic place to live, work, and play, and why businesses like this don’t just open here, they thrive and expand.”

Cortaditos’ mission to bring people together through coffee, culture, and conversation reflects the kind of community-centered entrepreneurship that fuels the county’s continued growth. With support from partners like the Hudson County Chamber of Commerce (HCC) and HCEDC, that vision has translated into sustained expansion and deeper local impact.

“Their growth is a powerful example of what happens when entrepreneurs are supported within a strong, connected business ecosystem,” adds Emory Edwards, CEO and President of the HCC. “That energy across cultures, neighborhoods, and industries is what makes Hudson County such a compelling place for businesses and communities alike.”

As Cortaditos continues to expand ahead of the World Cup, its trajectory highlights something bigger than one brand: the momentum of a county where culture, entrepreneurship, and collaboration intersect to create a vibrant, globally relevant place to live, work, and play.

For more information about how the HCEDC can help grow your business, explore the HCEDC website! www.hudsonedc.org

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