



PRESS KIT

Stemistry

Flower Bar + Coffee Lab

A walk-in flower bar and coffee lab with two Arizona locations — South Scottsdale and historic Heritage Square in Downtown Phoenix. Founded by Dylan Capshaw.

PRESS CONTACT

PR@DylanCapshaw.com

DylanCapshaw.com · stemistry.com · [@stemistryaz](https://www.instagram.com/stemistryaz)

About Stemistry

Stemistry is a flower bar and coffee lab where handcrafted espresso and fresh-cut stems share the same counter. Guests can order a floral latte, build a bouquet stem by stem at the walk-in flower bar, book a guided arranging class, or reserve the space for a private gathering.

Founded by Arizona entrepreneur Dylan Capshaw, Stemistry opened as a teenager's idea to combine two rituals — coffee and flowers — into one experience, and has since grown into a Valley destination covered by Phoenix Business Journal, Phoenix New Times, The Arizona Republic, KTAR, ABC15, and 12 News.

Today Stemistry operates two Arizona locations: a South Scottsdale flagship with a full coffee lab, walk-in flower bar, and botanical cocktail program, and an intimate Downtown Phoenix shop in historic Heritage Square serving coffee and flowers.

SHORT BIO — 50 WORDS

Stemistry is an Arizona flower bar and coffee lab where guests order handcrafted espresso and build bouquets at a walk-in flower bar. Founded by Dylan Capshaw, it operates two locations — South Scottsdale and historic Heritage Square in Downtown Phoenix — and hosts classes, private events, and mobile pop-ups.

LOCATIONS

South Scottsdale

6601 E McDowell Rd, Scottsdale, AZ 85257

Mon–Wed 7a–2p · Thu–Sat 7a–3p · Sun 8a–4p

Coffee lab · Walk-in flower bar · Botanical cocktails ·
Private events

Downtown Phoenix

618 E Adams St, Phoenix, AZ 85004 — Heritage Square

Mon–Sat 8a–2p · Sun closed

Coffee lab · Walk-in flower bar · Pop-ups and workshops

Using the Stemistry brand



The badge

The circular badge is the primary mark. Keep clear space equal to the height of the flower on all sides, never rotate, recolor, stretch, or place it on a busy photograph. Gold-on-black is the default; a reversed version is available on request.

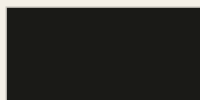
NAME AND VOICE

Always one word, capital S: "Stemistry" — never "Stem lstry" or "STEMistry". The descriptor is "Flower Bar + Coffee Lab." Founder is Dylan Capshaw. Tone is editorial and warm: coffee and flowers as one ritual, not a novelty gimmick.

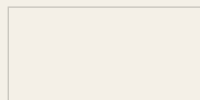
TYPOGRAPHY

Bodoni Moda for display headlines, Manrope for body copy and small caps labels. Set eyebrow labels in uppercase with generous letter spacing.

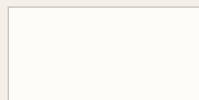
PALETTE



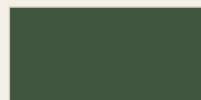
ESPRESSO
#1a1a17



PORCELAIN
#f4f0e7



PAPER
#fdfcf8



BOTANICAL
#41563f



STEM
#7d8a72



GOLD
#c3a05a

PHOTOGRAPHY

All imagery in this kit is authentic Stemistry photography and is approved for editorial use with credit to Stemistry. High-resolution files, additional angles, interviews, and on-site filming can be arranged — email PR@DylanCapshaw.com.

IMAGERY

Selected press images



Downtown Phoenix ribbon-cutting with the Mayor of Phoenix



A guest choosing stems at the walk-in flower bar



Inside the coffee lab and flower bar



Stemistry signage at Heritage Square, Downtown Phoenix

MEDIA INQUIRIES

PR@DylanCapshaw.com

Interviews, filming at either location, founder commentary, and high-resolution imagery.

Founder background and additional projects: DylanCapshaw.com

Coverage archive: stemistry.com/press