



# City of Placentia Press Release

***For Immediate Release***

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## **PLACENTIA BUSINESS BODHI LEAF COFFEE FEATURED ON THE TV SHOW “THE PROFIT”**

**PLACENTIA, CA** – Marcus Lemonis, billionaire businessman and star of the TV reality show “The Profit,” will be featuring Placentia’s cafe chain Bodhi Leaf Coffee Traders. The show will air on CNBC on Tuesday, July 11<sup>th</sup> at 10:00 p.m. In the show, Marcus Lemonis will lend his business expertise to Steve Sims, owner of Bodhi Leaf Coffee Traders. Bodhi Leaf was founded by Steve Sims in 2009 and now has four locations, which includes Placentia, Orange, Anaheim Hills, and Santa Clarita.

Steve Sims, a real estate investor, has been successful with his farm-direct coffee roasting, distribution and retail cafes but wanted to seek more growth, investment, and expansion. “I went to (Marcus Lemonis) because I wanted to scale my business, not because I was struggling,” said Steve Sims. In most episodes, Marcus Lemonis makes a cash investment in exchange for a piece of the company and a percentage of the profits. He has invested more than \$40 million in companies featured on the reality show, including Farrell’s Ice Cream Parlour and Amazing Grapes wine bar in Rancho Santa Margarita.

Bodhi Leaf’s newest location in Placentia opened in May of this year at 119 E. Yorba Linda Blvd. For additional information on Bodhi Leaf, please visit their website at [www.bodhileafcoffee.com](http://www.bodhileafcoffee.com).

To view the episode of Bodhi Leaf on the reality show, “The Profit” please click on the following link, [www.cnb.com/the-profit](http://www.cnb.com/the-profit).

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