

Sometimes, growing also means making choices.

Almost five years ago, we began an adventure that was only meant to last one summer.

In the middle of the pandemic, we opened a little Pop-Up in Amstelveen to try out having a space there for a summer. What we imagined would be a temporary experience became so much more. One summer turned into almost a year and a half, and on 8 December 2022, our little Pop-Up found a new home in the Stadshart.

And so our much-loved **Pop-In** was born.

We've had some wonderful years since then. We've met so many people, shared thousands of ice creams, slices of cake and cups of coffee, and watched our little community of customers grow.

Today, we want to let you know that 25 October will be the last day of our Pop-In in the Stadshart.

We're bringing a very special chapter to a close, one that has taught us so much and given us memories and friendships we'll always treasure.

For me, Patagonias has always been so much more than a business. It's a way to express myself, to share what I love and how I see the world, and to put a little bit of myself into everything we do.

From the very first day, we knew exactly what we wanted Patagonias to be: a place where we make everything ourselves, with good ingredients, time and care. Where cakes are made from scratch and fruit ice creams are made with real fruit.

As we like to say: our banana ice cream is made with bananas.

Over the years, Patagonias has grown, bringing new opportunities, new ideas and new questions along the way.

**One question mattered to us more than any other:
How do we keep growing while staying true to what makes Patagonias special?**

And I realised that what matters most to me is exactly that: to keep creating, experimenting with new flavours, exploring other cultures through the things we make, caring about every detail and, above all, enjoying the special connection we've built with you.

That's why we've decided to bring this chapter of Pop-In to a close: to focus our energy on one place and keep playing with flavours.

You'll still find us where it all began sixteen years ago, at our much-loved Pata (as we call it), on Johannes Calvinlaan 12. With the same passion as ever and every bit as much enthusiasm for sharing what we love doing with you.

To everyone who has been part of Pop-In over the years, to those who visited every day, to those who stumbled upon us and kept coming back, and to everyone who helped make this adventure what it was: **THANK YOU!**

We're taking away beautiful memories and, best of all, the happiness of knowing we'll keep seeing you.

Thank you for being part of this adventure.

See you at Pata!

With love, Nuria, Fer and the whole Patagonias team

