

# Diamond Delights

Longtime coffee stand serves community, young job seekers

By **LUKE WHITTAKER**  
Coast River Business Journal

LONG BEACH — A long-standing coffee stand has changed names and ownership.

On June 1, the drive-thru stand formerly known as Diamond Espresso officially became Diamond Delights, with Angie Jansma joining co-owner Trina Goulter.

“I figured, ‘Why not?’ I love coffee and I’m here every day going through the drive-thru, so might as well own part of it,” Jansma said.

“Trina has been part owner of Diamond Espresso for 22 years, then I bought the other owner out.”

## Long-standing stand

The coffee stand known as Diamond Espresso existed for more than two decades.

“Before it was Cowboy Coffee. This stand has been here a while, about 30 years,” Goulter said.

The stand is in an ideal corner location near the intersection of Sid Snyder and Pacific Avenue, leading into downtown Long Beach.

“We’ve had a lot of fun. It’s been a really productive and popular place,” Goulter said.

The stand serves approximately 350 drinks daily, with sales surging on weekends, particularly during events and holidays.

“It goes up to 600 to 700 on a busy day, like on the Fourth of July,” Goulter said. Customers can also order ahead through an app and automatically earn loyalty bonuses instead of relying on a traditional punchcard.

“We went away from the cards during COVID,” Goulter said.

## Signature drinks

The stand has become known for their signature drinks, particularly the Fluffy Bunny.

“Our Fluffy Bunny is our No. 1 drink. It’s got white chocolate, caramel and toasted marshmallow,” Jansma said.

The drinks are customized to customer preference, up to 32 ounces, and with as much caffeine as one could desire.

“It can be made into our Atomic Bomb, which is our drink using white and regular coffee beans. It has 14 shots. It’s insane that we sell so many of them. You can get them blended, iced or hot,” Jansma said.

The stand uses beans from Columbia River Coffee Roaster in Astoria, and is among the few to offer white coffee in addition to traditional darker roasts.

“White coffee has up to four times the caffeine as dark coffee, because they roast it less. It gives you a mild-tasting, less-acidic coffee, but with much more caffeine. The darker the roast, the less caffeine,” Goulter said.

Some of the signature drinks include a Mudslide with Irish cream with coffee and chocolate and a



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The menu as seen at Diamond Delights in Long Beach.

Hazelnut turtle with hazelnut and dark chocolate and salted caramel. Boba teas and energy drinks, including the popular plant-based Lotus line, are also available.

“I love Lotus. I’m kind of addicted to it,” Jansma joked.

Among the recent additions to the menu are breakfast sandwiches, including a plain bagel to a French toast bagel with bacon, sausage, egg and cheese. “They’re from Seattle’s Favorite and they’re phenomenal,” Jansma said.

## Employing local youth

Despite the small size of the drive-thru business, it employs more than a dozen people, including several local high school and college students.

“We always wanted to bring in the younger, high school age kids to give them a chance,” Jansma said.

“We joke that we put about 10 or 15 kids through college,” Goulter added. The business currently employs five high school age students, from Naselle and Ilwaco, and a couple of college aged workers.

“It’s a good starting place,” Goulter said.

Getting involved with the community and giving local youth a flexible first employment opportunity has been among the biggest goals for the business, Jansma said.

“A lot of kids don’t get a chance. My son, when COVID first hit, couldn’t find a job and sports weren’t going,” she said. “We went all over town, but nobody would give him a chance. But we’re all about that, giving people a chance.”



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## If You Go

**Diamond Delights**  
**Angie Jansma, Trina Goulter, owners**  
**1105 Pacific Ave. South, Long Beach**  
**Open at 6 a.m. daily**

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