

LACMA and Erewhon Announce Landmark Partnership with Permanent Café, Exclusive Smoothie, and a Limited-Edition Apparel Capsule



(Image captions on page 2)

(Los Angeles, CA—October 5, 2026) The Los Angeles County Museum of Art (LACMA) announced today a permanent, long-term partnership with Erewhon, the Certified B Corporation and Certified Organic retailer, cementing their presence on the museum's vibrant campus. Building on the success of its inaugural pop-up café, Erewhon at LACMA is ready to fuel and inspire the museum's thousands of daily visitors, as well as Miracle Mile residents and workers.

To commemorate the partnership, Erewhon is introducing the Erewhon at LACMA Collection inspired by the striking fountain created by Alexander Calder, *Three Quintains (Hello Girls)* (1964), located in front of the café. The limited-edition apparel capsule includes a sweatshirt, tote, and hat with hand-painted details that make every piece unique, while the LACMA Smoothie brings the same sense of color and creativity to the Tonic Bar with a vibrant blend featuring organic pineapple, mango, strawberry, mandarin, and lion's mane. The LACMA Smoothie is exclusive to Erewhon at LACMA, while the limited-edition apparel capsule is available at the

LACMA Store in the David Geffen Galleries and online at thelacmastore.org.

As a champion of arts and culture in Los Angeles, Erewhon is providing a portion of proceeds from every Erewhon at LACMA Collection purchase to directly support the museum's dynamic education and exhibition programs that serve a million visitors a year.

"We are absolutely thrilled that Erewhon at LACMA is becoming a permanent fixture of the museum experience," said LACMA CEO and Wallis Annenberg Director Michael Govan. "Erewhon stands as a true family-owned local icon—one that champions creativity and wellbeing while fiercely dedicating itself to its communities. We can't wait to continue our collaboration on extraordinary culinary offerings, providing a revitalizing moment of respite at Erewhon at LACMA, completely surrounded by public art. It will undoubtedly remain a dynamic and vital part of the LACMA experience."

"This integration represents the perfect synergy between two brands inextricably rooted in Los Angeles culture," noted LACMA Senior Vice President of Strategic Partnerships Elizabeth Wiatt. "Bringing the LACMA Smoothie and our exclusive merchandise line to life allows us to connect with our visitors in a fresh way, all while generating crucial support for our education and exhibition initiatives."

"We could not be prouder to see our partnership with LACMA evolve from a pop-up into a permanent home," said Erewhon CEO Tony Antoci. "As our first-ever concept café, this marks an important milestone for Erewhon and the beginning of a new chapter in how we bring the Erewhon experience to the communities we serve."

"This truly feels like a celebration of Los Angeles, bringing Erewhon and LACMA together to nourish and inspire the community," added Erewhon president Josephine Antoci. "It's a place for all to gather and make memories for years to come."

About LACMA: Located on the Pacific Rim, LACMA is the largest art museum in the western United States, with a collection of 155,000 objects that illuminate 6,000 years of artistic expression across the globe. Committed to showcasing a multitude of art histories, LACMA exhibits and interprets works of art from new and unexpected points of view that are informed by the region's rich cultural heritage and diverse population. LACMA's spirit of experimentation is reflected in its work with artists, technologists, and thought leaders as well as in its regional, national, and global partnerships to share collections and programs, create pioneering initiatives, and engage new audiences.

Location: 5905 Wilshire Boulevard, Los Angeles, CA, 90036. lacma.org

Image caption: photo courtesy of Erewhon

Press contact: press@lacma.org

Connect with LACMA



@lacma

About Erewhon: Erewhon is an independent, family-owned Certified B Corporation and Certified Organic Retailer with 15 locations across Southern California. Since 1966, Erewhon has been providing organic, ethically sourced foods to the communities it serves. It's committed to sourcing high-quality, nutrient-dense products, backing local growers and brands, and supporting the environment.

Recognized for uncompromising quality standards, exceptional customer service, and chef-driven prepared foods, Erewhon sustains a community centered in caring, curiosity, and positive change.

For more information, visit erewhon.com

Contact: Erewhon Public Relations
press@erewhon.com