



PIX 11

Uptown mom launches start-up that hires domestic violence survivors

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THE BRONX — Diana Saliceti has given her life a real jolt.

She quit her job as a high-paid, corporate law attorney to start a cold brew coffee business in the Bronx. But what makes her venture special is who she plans to employ. She wants to provide job training and positions to at-risk individuals. She says she's particularly passionate about helping women who are victims of domestic violence.

“I almost feel like that's kind of why we're given our lives, its not just to help ourselves but also help others,” said Salicetti.

She said she conjured up the idea to found her company, High Bridge Cold Brew, after hearing a woman caught in an abusive relationship

tell her story. She says that with help, the woman got job training and a cosmetology license, allowing her to escape.

She says she also took the leap of faith into altruistic entrepreneurship because she wanted to be a stand out mom.

“If I really wanted stability and financial success than I would have stayed in my legal career, but I really wanted to be a good example to my daughter.”

Before she opens up shop, she’s working out of the Urban Horizons incubator kitchen in the Bronx on East 168th Street.

“I resonate with the communities in the Bronx and Washington Heights that are predominantly Spanish-speaking,” said Saliceti, who is of Puerto Rican descent.

Once licensed, she plans to produce 40-pound batches of cold brew coffee. Then, through her [website](#) and local markets, she hopes to sell to locals who want the affordable luxury of ready-made iced coffee right in the fridge.

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