



The best scones in Baja!

A story of entrepreneurship, the love of home, and passion for baking

About Taller17 Coffee Shop

Taller17 is a contemporary bakery and coffee shop in the small town of [Todos Santos, Baja California, Mexico](#). The owner Julyanna is both a barista and master-baker in the welcoming and snug little cafe. Her beautiful and tasty baked goods draw passerbys into her place for a quick bite, a friendly chat, and the best scones in Baja.

Business Facts

Taller17 serves baked specialties and the best coffee to the local community.

Address

Centenario 17 e/ Hidalgo y Topete
Todos Santos, México

Owner

Julyanna Ortega

<https://www.instagram.com/taller17todossantos/>

Our favorite product

Iced coffee for these hot days, and a fresh berry scone.

Best time to visit

The cafe is open from early morning into the evening. Baked goods are coming fresh out of the oven constantly, and are available as long as supplies last - be quick!

What sticks out the most when visiting Taller 17? The product! T17's baked goods are just out-of-this-world good. The magic that happens in Julyanna Ortega's little bake shop and cafe is as tasty as it is mouthwatering. Whether it is your morning coffee fix, or your afternoon delight. The interior is welcoming & stylish, and shows a sense of great care, both for the product as well as the experience Julyanna's guests have. A small bar and bench form an inviting spot to sit, the high-end coffee machine and oven demonstrate a level of craftsmanship and dedication to the art of brewing and baking - the Mexican word 'taller' translates to 'workshop'.

“I think I fell in love with baking when I came back from college. So I spent roughly a year playing with the idea of starting a bakery.”

You can immediately identify that Julyanna is the owner and mastermind behind T17. With a degree in international relations and work experiences in the US and Mexico, Julyanna has a broad range of experiences as a small business owner. There is a competent fluency in the way she navigates the kitchen behind the counter, and has your favorite beverage ready with your side of a steaming fresh scone. Julyanna is a Todos Santos local, and as much as she cares for her business, she cares for the locals and guests in her little town. T17 is meant to carry some of this local neighborhood spirit - a place where locals and tourists can come in and hang out.

Interview with the owner - Julyanna Ortega

Q: Can you give us a little bit of background about yourself?

I was born in La Paz, the capital of Baja California Sur. My mother is from Todos Santos and my father from San Luis Potosí, right in the middle of México. They met here in Baja. They got married 33 years ago. My mom went to school in La Paz. My mother studied at a technical academy for some years. She learned mechanography & business.

When I was 15 years old I left Todos to go to high school. I had the best teachers, experiences and the best friends anyone can ask for it. I'll never forget the fact that my aunt Blanca never lost faith in me!

After high-school I moved to Tijuana to study International Relations at the Universidad Autónoma de Baja California. I spent a semester at the Mexican Consulate in LA. It was a wonderful experience to be part of one of the biggest representations of Mexico in another country. Helping Mexican citizens outside our borders was an honor and very fulfilling.

Q: Baking is your passion. When did you know that it had to be your profession, too?

Since I was a little kid I remember being in the kitchen helping my aunt. We baked cakes, apple and lemon meringue pies, cookies, and more. When I left home I totally forgot how much I liked it. I think I fell in love with baking when I came back from college. So I spent roughly a year toying with the idea of starting a bakery. I spent a lot of time in the kitchen just listening to music and baking!

Q: What did it feel like when you sold your baked goods for the first time?

Well, before I got to my coffee shop, I started to sell cookies at my aunt's shop, then at my cousin's coffee shop and after that at a local supermarket. I loved baking so I got to a point where there were too many cookies at my house!! We couldn't eat them all! The first day that I opened the door to my shop people started to ask what I was baking and if they could have a coffee or a cinnamon roll. I sold all the cinnamon rolls in minutes!! Then I started to bake brownies, and the rest is history :).

Q: You spent some time in the corporate world. Do you miss anything?

My experience at Rancho Pescadero was totally life changing. I loved being part of something so beautiful. I felt like I was part of someone's life changing vacation. Rancho creates memories that last forever. I think I miss my free time!! But, honestly, I can't complain. I love my job!!

Q: Who is your most notable / favorite regular customer?

Uff!! That's a hard question!! I have so many regular customers!! They are all very nice. I love to talk with them. From the owner of the next door store to a real estate agent, teachers, artists, etc.

Q: What is your favorite activity when you are not baking or running your store?

I love to go to the movies. Sadly, there's not a movie theater in town.

