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Taste of the Tropics Comes to Berryessa Branch Library

Second Maui Wowi Franchise Opens Under San José Public Library's "Coffee in the Library" Program

SAN JOSE, Calif. — Hawaiian music, hula dancers and colorful leis evoked the islands of Hawaii in celebration of the opening of Smoothie Queens' *Maui Wowi Hawaiian Smoothies and Coffees* at Berryessa Branch Library on Saturday, February 28. The café, which will be open during all library hours, will offer a wide range of hot and cold beverages, sandwiches, yogurt, fruit and other snacks. Specialty coffee drinks and Hawaiian Island Tea with a variety of exotic tropical flavors promise a flavorful experience to customers of one of the most heavily used neighborhood libraries in San José. *Maui Wowi Hawaiian Smoothies and Coffees* is the latest franchise to join San José Public Library's "Coffee in the Library" program.

"The Berryessa community has been looking forward to this day for a long time," said Councilmember Kansen Chu. "We extend a warm hand of welcome to the owners of this new small business enterprise, wish them the best of success and look forward to enjoying their services for many years to come."

Franchise owners Thao Nguyen and Vicky Du look forward to bringing "a glimpse of sandy beaches, tropical drinks and island attitude to library patrons and the local community." They bring to the enterprise three years of working under the *Maui Wowi* brand, specializing in festivals, events, catering and fundraising. Their library café is a mobile installation, allowing flexibility to provide catering for community events that rent the library's community room outside of library hours.

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Maui Wowi smoothies have already demonstrated their popularity with library customers through another franchise operating under different management at Evergreen Branch Library since February 2007. The new library café at the Berryessa branch brings to five, the total number of on-site cafes currently operating under San José Public Library's "Coffee in the Library" program. There are additional cafés located at Almaden Library and Community Center, Dr. Roberto Cruz – Alum Rock and Vineland branch libraries. More are expected to open later this year. *The Coffee Stop* opens March 22 at Tully Community Branch Library. Pearl Avenue Branch expects to celebrate the opening of another café this summer.

"San Jose residents have funded construction of all these wonderful new library facilities that have quickly become the heart and soul of the communities they serve," said San Jose Library Director Jane Light. "We know from increased visitor counts and circulation that they enjoy the spaces and like to spend extended periods of time in them. Offering on-site refreshment makes it easier for them to do just that."

Berryessa Branch Library, along with all other San José Public Library branches, is open Monday, 2 – 7 p.m.; Tuesday – Wednesday, 11 a.m. – 8 p.m.; Thursday – Saturday, 10 a.m. – 6 p.m. The library is located at 3355 Noble Ave., on the grounds of Noble Park in northeast San Jose. For information, call (408) 808-3050.

BACKGROUND

Since 2005, the *Coffee in the Library* program has been actively promoting cafe services for coffees, smoothies and other light snacks at selected San Jose neighborhood libraries. The program was developed in direct response to customers' frequent queries about the closest available refreshment service. With libraries often located in the heart of neighborhoods at some distance from a business district, obtaining refreshment would require travel. It represented an inconvenience for those who sought only a brief break; an insurmountable obstacle for after-school students lacking transportation. The "Coffee in the Library" program is designed to:

- Offer the comfort and convenience of on-site refreshment
- Create a relaxed environment that encourages social interaction
- Encourage visits by residents whose concept of libraries may be outmoded

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