

THE DENVER POST

Maui Wowi Hawaiian franchises in Singapore



By Elizabeth Aguilera

The Denver Post

Article Last Updated: 12/10/2007 11:47:23 PM MST

Denver-based Maui Wowi Hawaiian, purveyor of smoothies and coffee, inked its first international franchising deal Monday with a businessman in Singapore.

"We've had a lot of interest internationally," said Nesa Abraham, director of international and domestic development. "Even though it's a Hawaiian concept, the representation of a Hawaiian vacation is popular everywhere."

Internationally, Abraham said, conversations are ongoing for Maui Wowi franchises in the Middle East, Saudi Arabia, Bahrain, Morocco and Turkey.

In Singapore, CSK Franchise Pte. Ltd., operated by Kevin Chang, owns the master franchise rights for the entire country and can subfranchise in the future. The first store there will open in February.

"Singapore is a such a great place for us because it is such a port to other parts of the world," Abraham said.

Privately held Maui Wowi has 500 stores nationwide. The company grew 30 percent last year.