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DEARBORN

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## Maui Wowi opens new store in Fairlane Town Center

DEARBORN — Maui Wowi — best known for its signature Southern Pacific style kiosks and gourmet, all natural refreshments — is “smoothing” its way into the Fairlane Town Center in Dearborn to debut their new “aloha” image.

In an aggressive move to broaden its menu selection and eliminate seasonality, Maui Wowi recently announced the launch of its new direction — “Fresh Hawaiian Blends” to replace their previous name “Maui Wowi Fresh Fruit Blends.” This means that Maui Wowi will now offer: Kona Blend espressos, cappuccinos, lattes, mochas and hot chocolates.

It has also added Maui Wowi Smoothie Rip Sticks, all natural, fat-free squeeze-ups made up of all fruit and

yogurt, in addition to its signature all natural pre-blended smoothies (an all-natural blend of fresh fruit, non-fat yogurt).

“Our goal at Maui Wowi is to provide our customers with the very best quality and value in the all natural specialty refreshment industry,” said David and Tammy Brooks, who are also breaking new ground because this is only the second store for Maui Wowi, a company typically known for kiosks and freestanding carts.

The key to Maui Wowi’s growing franchise network is a dual attraction: Its simplistic, adaptable concept entices both the serious business investor seeking a behind-the-scenes role in a low-risk multi-unit franchise venture, as well as ex-

corporate types seeking a balanced, more flexible lifestyle.

Maui Wowi, the leading franchisor of Hawaiian Blend gourmet, all-natural refreshments sold at kiosks nationwide, has more than 200 units operating in 41 states and Puerto Rico. In addition to smoothies and Kona Espresso drinks, they’ve also added Maui Wowi Smoothie Rip-Sticks, all natural, fat-free, squeeze-ups made up of all fruit and yogurt in addition to its signature all natural pre-blended smoothies (an all-natural blend of fresh fruit, non-fat yogurt).

Maui Wowi was rated number 38 in the category of fastest growing franchises on the Entrepreneur Magazine franchise 500 list.