

OC Uncovered- Maui Wowi Brings Hawaii to California

By AMELIA M.

ANAHEIM, CA - Maui Wowi, a leading franchisor of gourmet, all-natural Hawaiian coffees & smoothies sold nationwide, is making an aggressive launch on the West Coast. With three locations already in Southern California, the fourth and latest juice bar has opened in Orange County in Anaheim. The grand opening is set up for June 17 in time for Father's Day on June 18. Other locations are in Long Beach, Mission Viejo and Glendale.

Owner and Manager of the new store Chirag Hira says his store joins more than 300 units now operating in 39 States nationwide. Maui Wowi's product line includes Fresh Fruit Smoothies and Maui Wowi Hawaiian coffees, and tea.

"I have always wanted to work for myself and I am a huge fan of all things Hawaiian," said Chirag Hira. "Maui Wowi offered me the perfect opportunity to meet my business and personal goals." Dad Deepak Hira, known for his 'Phone House Inc.' and telecom business in the Indian market in Artesia, mom Kanchan and younger brother Vikas, a student at IIT Tech, will also pitch in to help.

This is the first venture for Chirag, a senior at Cal State Fullerton studying Business and Management. He says, "Maui Wowi is considered the 'Rolls Royce' of smoothies. We are bringing Hawaii to California by creating a true Aloha spirit. The theme, color, décor will all enhance this core idea. Our emphasis will be on a friendly, fun environment with relaxing Hawaiian music and a personal touch." Chirag describes the Maui Wowi smoothies as "fresh, healthy and great tasting."

Flavors include, Strawberry Banana, Pina Colada, Kiwi Lemon Lime. "We also make our blends of the day, which are mixes of two flavors into one drink. Such as Pina Colada and Strawberry Banana, making a Hawaiian Breeze. We give special names to each different mix. A customer can mix any two flavors they like into one drink and make their own personal awesome drink. Kosher smoothies are also available. We brew fresh coffee, and have four different roasts that can please any customer. Each roast has its own flavor that needs to be tasted. All our coffee is brought from Hawaii, so we do truly brew fresh Hawaiian Coffee. Another specialty is the 'Chillin' Line.' This compares to Starbucks Frappuccino Line. We have amazing flavors for this line that include chocolate chip and mocha."

The store will also be serving breakfast items like muffins, Danish pastries, beagles throughout the day. These are delivered fresh daily from gourmet bakeries.

Giving a background of the franchise, Deepak Hira says it was established in 1982 in Salt Lake City, Utah. At present, the privately held company is headquartered just outside of Denver, Colorado. The focus for almost two decades has been on trade shows, exhibitions and other big events. Since 2005, it started exploring retail options and received a very good response.

Deepak Hira is now an 'empire builder' for the franchise and has targeted setting up ten stores in 3 to 4 years. "The franchise considers California a very strong market," he adds. The franchise fee for setting up one store is \$30,000 plus other costs. Maui Wowi is located at 5051 E. Orangethrope Ave. #F, Anaheim, CA 92807. Phone: (714) 970-0624.