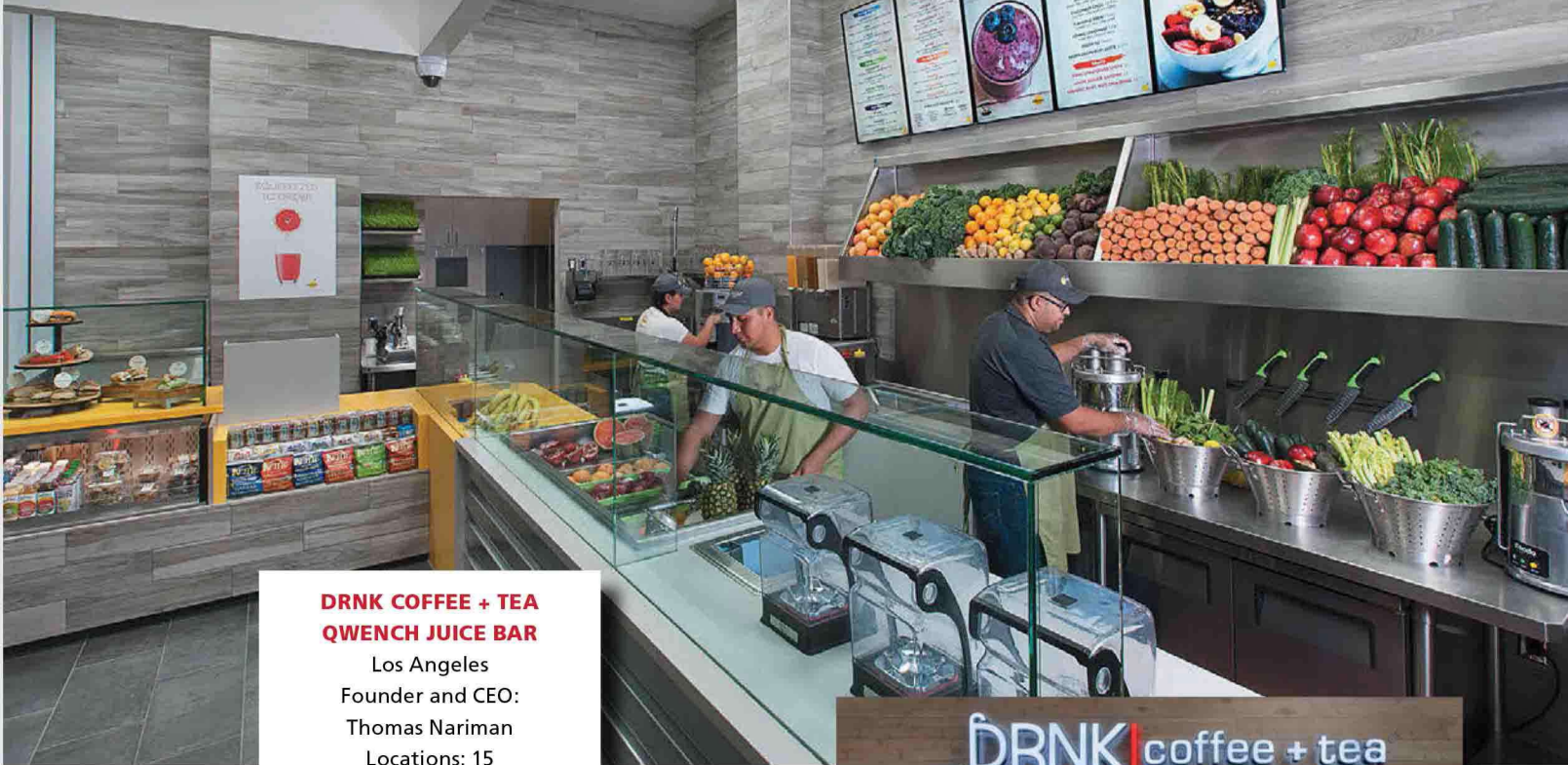


Quenching Millennials' Thirst



DRNK COFFEE + TEA
QWENCH JUICE BAR
 Los Angeles
 Founder and CEO:
 Thomas Nariman
 Locations: 15



In a retail blend of healthy and natural with organic and sustainable, a new casual restaurant concept has emerged on the West Coast.

DRNK coffee + tea and Qwench juice bar were founded by CEO Thomas Nariman, who has 15 years of experience as a franchisee of banners including Johnny Rockets and Pinkberry. The concept was created particularly to serve Millennials who crave quality foods and restaurants with an exciting vibrant energy, says vice president and chief marketing officer Mitch Baker.

The intent is "to serve people who expect higher quality with the traditional speed of service their life demands," he says.

A typical location averages about 1,200 square feet, with sizes ranging from 500 square feet to 2,000 square feet for a dual-branded unit. The interiors for both concepts feature natural warm tones, woods and a variety of color palettes that include reds and browns.

The DRNK menu features organic lattes, espressos and teas as well as freshly made breakfast sandwiches, paninis, wraps and salads. A tap system dispenses organic cold brew, nitro brew and kombucha. Qwench's menu includes a wide selection of raw squeezed juices, smoothie blends and handmade acai bowls.

Marketing focuses on blogging from local stores as well as social media on all platforms.

The most distinctive part of both concepts, Baker says, is the intent to provide "high-quality products, and relentless customer service, in a comfortable and inviting environment." **STORES**

— Liz Parks