

Perk up, coffee drinkers

First in N.B. City getting province's first free-standing Starbucks retail outlet

DAVE MACLEAN
TELEGRAPH-JOURNAL

SAINT JOHN – American coffee giant Starbucks is upping the ante in the brewing war with Canadian icon Tim Hortons.

Starbucks announced Thursday it will open its first free-standing retail outlet in New Brunswick at East Point Shopping, on the city's East Side.

Patrick Keefe, the vice-president of operations for Coffee Vision Atlantic, the company that owns the exclusive rights to operate Starbucks outlets in Atlantic Canada, joined Mayor Norm McFarlane and East Point developer Troy Northrup to announce the province's first such outlet – Starbucks operates smaller outlets in Chapters bookstores in Dieppe and Fredericton – will be open before Christmas.

The Starbucks will be located just off Westmorland Road, on Depot Drive, adjacent to the Home Depot store.

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Plans call for 2,000-square-foot outlet with all amenities

PERK ← C1

"There are a couple of reasons that we chose Saint John," said Keefe. "The customers have been asking us to come here. They've been calling us and some people who have visited our locations in Halifax have been asking when we're coming to Saint John. That piqued our interest. And with all the big things that are happening in Saint John – all the announcements – the city is a very attractive market."

Keefe said the plans call for a 2,000-square-foot outlet with all the amenities – including a fireplace and comfortable seating for about 35 customers – and a drive-through window.

He said his company – which has four outlets in Halifax and one in St. John's, N.L. – had been looking for the right Saint John location for a while. And he said that more locations could be popping up in the not-too-distant future.

"We've been looking for a location here for about a year and we're thrilled to be part of this development," said Keefe. "Traffic, convenience, visibility – this site has all that. We're interested in opening more stores in and around Saint John. We've been looking at the uptown and we're interested in the Rothesay/Quispamsis area. Those can be considered target areas and it's just a matter of coming up with the right locations."

The Starbucks outlet at East Point Shopping is in addition to the Starbucks kiosk that will open in McAllister Place next Friday. Northrup was pleased with East Point's latest tenant and says he expects to be able to announce further developments before the end of the month.

"We pursued Starbucks aggressively, as



NOEL CHENIER/TELEGRAPH-JOURNAL

At the announcement Thursday that U.S. coffee giant Starbucks will have a free-standing outlet at East Point Shopping are, left to right, Mayor Norm McFarlane, Patrick Keefe, vice-president of operations for Coffee Vision Atlantic, and East Point developer Troy Northrup.

we did with all of our other tenants," said Northrup. "We gave them a good understanding of the community and why it's the right place to go.

"We've seen a lot of retailers, when they arrive in Atlantic Canada, go to Halifax first and Moncton second. And we're usually the next consideration – a toss-up be-

tween Fredericton and Saint John. In this case, we convinced them to come to Saint John first."

Northrup said East Point has developed about half of the 80 acres it has available and he hinted similar announcements are on the horizon.

"What we're trying to build out here is a

full-service centre. And in any full-service centre, you need complements. There's the service sector such as coffee and food, then you have fashion, general merchandise and home decor. We're trying to have a well-rounded centre.