

Second Cup bringing speedy new shopping route

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SAINT JOHN • Saint John shoppers will soon be able to get an espresso with increased express with the opening of a new east side Second Cup.

Franchise owner Steven Craig is hoping to open the new location at East Side Shopping for this weekend, ready for holiday shoppers to descend on the district.

The Second Cup is going into the space left vacant by the Starbucks attached to the Indigo bookstore.

But it's not just a new storefront coming to East Point. With the opening of the coffee shop, the shopping centre is also opening a new one-way entrance off Westmorland Road.

A work crew was busy preparing the new shortcut on Monday. A Second Cup drive-thru sign was still wrapped in plastic.

The new entrance means shoppers won't have to detour down Retail Drive, but can turn off Westmorland Road, behind Wicker Emporium, Celebrate, Sally Beauty and FYI Doctors. The new road heads directly to the Second Cup and Indigo, but drivers can divert to the other East Point shops, too.

Joel Levesque, a spokesman for East Point, said the shortcut was "key" to landing Craig.

For many years, there had been just one entry to the Indigo area of East Point. Last year, the shopping area opened two new, more direct entry points off Retail Drive. The shortcut gives a fourth option.

The new road will cut the driving distance to Second Cup nearly 90 per cent, from half-a-kilometre to around 60 metres.

Craig said a drive-thru was "very important" for the business. From the new entry off Westmorland Road, drivers head directly to the drive-thru window and then head behind the Indigo to exit.

Craig opened his first Second Cup, on King Street, in 2013. A Quispamsis location was opened in 2014. He says he's been working on moving into East Point for more than a year.

Work has been underway for the past couple weeks onsite to get the cafe ready, Craig said.

"Our business is strong. Our brand is strong in the area," he said. "We've had very good traction, very good buy in."