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## Juice with your coffee? Heine Brothers' Coffee, juicery in partnership

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Louisville-based Heine Brothers' Coffee and Lexington-based The Weekly Juicery are testing a new partnership.

Heine Brothers' is leasing a portion of the counter at its 805 Blankenbaker Parkway store in Middletown to The Weekly Juicery, which sells cold-pressed juices. The juicery started in Lexington and opened a Louisville store in St. Matthews last year.

The two companies are giving the partnership six months before committing to a more lengthy agreement. But both businesses' owners are bullish about the idea.

"All signs are positive," said Mike Mays, Heine Brothers' co-owner. "We are hoping it is going to be a nice long-term partnership."

The concept could be expanded into other Heine Brothers' stores, but there are no definite plans.

"That would certainly be something that we would be interested in doing," said Kimmye Bohannon, co-owner of The Weekly Juicery. "They are really positive and just really great to work with."



HEINE BROTHERS' COFFEE

The Weekly Juicery is renting a portion of the counter at Heine Brothers' Coffee store on Blankenbaker Parkway.

Renting space in another retail operation is considerably less hassle and less expensive than finding a location and building it out, she said.

"We had three days of work. We painted a wall and moved our equipment in," said Bohannon, describing the process with the Heine Brothers' store. "We were very fortunate to have the Heine Brothers' opportunity. That was just so easy."

The Weekly Juicery currently has one employee staffing its section of the counter, but Bohannon said she plans to place three or four part-time employees at the Blankenbaker location.

Mays said he first became interested in offering cold-pressed juices at Heine Brothers' after his wife fell in love with them on a trip to San Francisco.

"She was pushing me to look into how we at Heine Brothers' could incorporate that into what we do," he said.

After The Weekly Juicery opened its Louisville store, Mays asked Bohannon to meet to discuss how they could work together.

Because of health department regulations and other factors, the coffee company couldn't simply buy bottled juice from The Weekly Juicery, Mays said. "It's tricky."

Space for The Weekly Juicery opened up at the Blankenbaker store after Heine Brothers' decided to stop selling beer and wine at that location.

"We had figured out we were not very good at beer and wine," Mays said. "We gave it sort of a half-hearted effort."

Now, in place of alcohol, The Weekly Juicery is offering its healthy cold-pressed juices, such as Spicy Carrot Cider, Cucumber Crush and Sweet Beet Punch. Heine Brothers' was able to fill a possible void in its counter space, and The Weekly Juicery was spared the expense of opening a second location on its own.

"It just really made sense on a lot of different levels," Mays said.

If all goes well, he said, The Weekly Juicery could be part of the Blankenbaker store for 12 years — roughly how long Heine Brothers' has on its lease if it exhausts all its lease options.

