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Bean Sprouts: Smoothies Help

Wisconsin State Journal :: CAPITAL REGION BUSINESS JOURNAL :: 5

Monday, September 1, 2008
Ellen Williams-Masson


You

can sip the good life without buying the whole enchilada at Bean Sprouts in Middleton, a hip and healthy kids' cafe' promoting smoothie specials throughout the summer to entice new clientele, in addition to budget-conscious parents.

"We have a sign outside for smoothies which has gotten a lot of people in the door - it's hot, and they are not committed to a full family meal," co-owner Shannon Seip said.

The cafe' is also reducing training costs by hiring longer-term help, a move appreciated by cafe' regulars. "Customers, especially at Bean Sprouts, want that familiar face - kind of like your favorite babysitter," she said.

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