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CITY OF NEW BRITAIN

OFFICE OF THE MAYOR
THE HONORABLE ERIN E. STEWART

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FOR IMMEDIATE RELEASE:

January 11, 2018

MEDIA ADVISORY: RIBBON CUTTING FOR NEW DOWNTOWN JUICE BAR AND SANDWICH SHOP

WHAT: Mayor Erin Stewart, Economic Development Director Bill Carroll, owner Mark Schand, and others will hold a ribbon cutting on Tuesday, Jan. 16 to mark the opening of Sweetwater Juice Bar and Deli, a new downtown business offering healthy drink and food options.

WHEN: Tuesday, Jan. 16, 2018 – 2 p.m.

WHERE: Sweetwater Juice Bar & Deli – 60 West Main St., New Britain, Conn.

WHO: Mayor Erin E. Stewart
Bill Carroll, Director of Economic Development, City of New Britain
Gerry Amodio, Executive Director of the New Britain Downtown District

BACKGROUND:

Established in January 2018, Sweetwater Juice & Deli is a new business in downtown New Britain offering fresh fruit and specialty smoothies, wraps, paninis, salads, and breakfast options. The business was started by Mark Schand, who spent 27 years in prison for a murder charge that was later exonerated.

“We are proud to welcome another new business to our downtown,” said Mayor Stewart. “Mark’s unique food and drink offerings give residents, workers, and visitors a healthy option when visiting our City. We are excited to see him flourish!”

Schand commented: “I chose New Britain because my dad was in hospice in New Britain across the street from the location, so I was familiar with the storefront. I like the downtown area and see that it has a lot of room for growth. I saw a niche for a juice bar and a healthy option. I want to give people another flavor in the downtown.”

The business will be open from 9:30 a.m. to 6 p.m. Monday through Saturday.

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