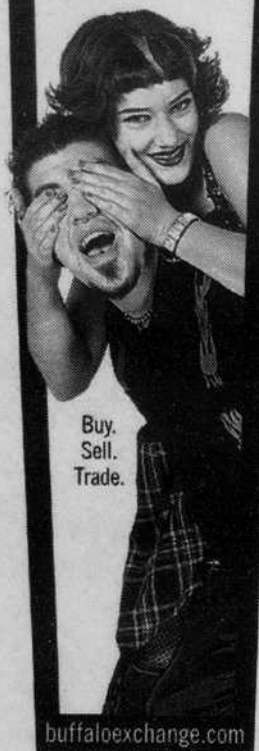


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Healthy fast food enters EMU

Andrew Smash takes place of Jamba Juice with a more extensive menu

Jennifer Bear
Campus/City Culture Reporter

Today, students return to campus for new classes, new professors and a new place to eat in the EMU.

Andrew Smash, a juice bar and restaurant, opens today in the EMU, replacing Jamba Juice and Pizza Planet in the food court.

This week's menu features a variety of fruit smoothies called "Smashies." The full menu will be available the second week of classes and will include meatless burgers, chicken breast sandwiches, salads, soups and Smashies.

Some students may already be familiar with



Today's crossword solution

H	A	S	P	S	L	E	E	C	H	P	G	A
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Andrew Smash because of the express branch of the restaurant located at the Student Recreation Center. The new Andrew Smash outlet, however, will have a more extensive menu than the express location.

Justin Zinser, president and CEO of Smash International Inc., said he's excited to open another restaurant outlet at the University because they "love being on campus."

Andrew Smash is a restaurant known for its unique atmosphere. It differs from many conventional restaurants with its vibrant colors and 3-D cartoon characters, along with a menu that features healthy fast food.

"It's a mix between Jamba Juice and Red Robin with a healthy twist," Zinser said.

Refreshing Concepts, the company that runs Jamba Juice, has a lease on the location that runs through 2003. Richard Arthur, director of concept development at Refreshing Concepts, said the company decided to sublease the space because the restaurant was not profitable.

"It never really was real successful," he said. "Slow times during summer and on breaks were more than we anticipated."

Zinser said Smash International Inc. and Refreshing Concepts have been in negotiations for months and just finished the deal Sept. 19, which left 10 days for the company to open in the EMU.

Arthur said he believes that the opening of the new Andrew Smash outlet will be a positive change because it can offer a more varied menu than Jamba Juice.

EMU food services director John Costello said Jamba Juice was hurt by its low profit margins, which eventually forced the restaurant change.

"They never hit the numbers they thought they were going to make when they opened," he said.

Contact the reporter at jenniferbear@dailyemerald.com.

Applying for EMU space

The new juice bar at the EMU, Andrew Smash, is the latest addition to a handful of stores in the student union. But unlike the other vendors, Andrew Smash was able to skip out on mountains of paperwork because it took over a lease from the previous tenant, Jamba Juice and Pizza Planet.

John Costello, the EMU food services director, said if a new location opened up in the student union, anywhere from 10 to 20 businesses would likely apply. And because the building is owned by the University of Oregon, each applicant would have to submit extensive 20-page documents that detail everything from financial history to menu items.

Costello said there are no new business locations being planned at the EMU right now. But he's heard plenty of suggestions for new places to eat in the student union, which was remodeled in 1998.

"I think somewhere in the building there should be room for a place with burgers and fries — many people want it," he said.

Even if there was space, opening a new restaurant would cost approximately \$80,000. Each business, with the exception of the Marketplace, which rotates daily among five vendors, provides all its own equipment and furnishings.

"If Subway left, for example, Subway would strip all their equipment out — there'd be nothing left but bare walls," Costello said.

Costello hopes that new businesses will someday find their way to the building. But he realizes that succeeding in the student union can be difficult.

"There's five months that are great business, five months of marginal business and two months of lousy business," he said. "It's almost like being in a resort situation."

— Brook Reinhard



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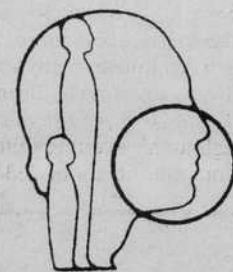
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