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Einstein Bros. aims to energize business

New restaurant will feature charging stations for electric vehicles when it opens in November

BY CORTNEY MADDOCK

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RENO — As traffic flowed through the intersection of McCarran Boulevard and Kietzke Lane on Tuesday morning,

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Einstein Bros. will bring something unique to business located on a busy corner.

"I like to linger over a newspaper and a cup of coffee in the morning," Reimer said. "Where can you do that in Reno?"

Reimer, who has experience with Einstein Bros. franchises in Colorado, said the company began franchising about three years ago. He, King and owner John Garrett, who lives in Las Vegas, have locked into a seven-location deal with the company. That deal could include a Sparks location: Reimer confirmed the business partners are in negotiations to build a restaurant at the Legends at the Sparks Marina.

"Opening a business is always a gamble," Reimer said. "You just don't know until you open the door."

For Einstein Bros. in Reno, the doors could open as soon as mid-November. Reimer said studying the competition is key and he believes Einstein Bros. could cater to a niche market created by the

Einstein Bros. Bagel owners Steve Reimer and Les King pondered the restaurant's future location in the Meadows Marketplace.

Taking over the building that previously housed Krispy Kreme, Reimer said

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economy.

"These are some pretty tough economic times, and although people might have less money or less to spend, people still like to shop and go out to eat," Reimer said, adding that people can spend \$4 to \$6 a person at Einstein Bros. "If you go to a traditional breakfast restaurant, it could cost a person \$25."

"There seems to be a lack of business like this that offer good food for a reasonable price," Reimer added.

Reimer believes the service, atmosphere and reasonable prices will attract customers.

"This restaurant will have a group of regulars, I'm sure," Reimer said. "It could become a standard meeting place."

The Einstein Bros. in Reno could create between 15 and 20 part-time and full-time jobs and will include an electric charging stations for eco-friendly vehicles.

"We want to be conscious of the environment and electric cars are coming into the market," Reimer said.

Although there will be a charging station for cus-

tomers to use, Reimer said the second station will be used by the company's delivery van. He said Ford is making an electric van that Einstein Bros. plans to use at its northern Nevada locations. Reimer also said he hopes people use the charging stations as Ford, Chevrolet and Nissan all have electric vehicles coming into the market.

"Our hope is that we can install a charging station at each location," Reimer said, adding that he currently is working with the city of Reno to get the proper permits and move forward with the project.

"We can always put more (stations) in if demand warrants it," Reimer said. "There is no date on how fast (the electric car market) is going to grow."

In addition to free coffee refills and electric car charging stations, Reimer said food products are baked and made on site. All products not sold by the end of the day will be donated to local nonprofits such as the Food Bank of Northern Nevada or soup kitchens, Reimer said.

For more information about Einstein Bros., visit www.einsteinnoah.com.



Tribune/Cortney Maddock

Einstein Bros. Bagels will open a location at the corner of McCarran Boulevard and Kietzke Lane in Reno later this year. Owners Les King and Steve Reimer hold the business' coming soon sign.