

Short Order

STANDOUT STORES

Next time you buy a Toyota in Baton Rouge, Louisiana, you can grab lunch at **Tropical Smoothie Café** without leaving the dealership. It's the only brand unit in the country located inside another business, and it's run by Cathy Carraway, who says, "It's a great way for us to brand the name, and they'll use us for a marketing tool as much as we'll use them."

How did you come to operate this café? Dealership employees liked ordering catering from our other location, and they came to us and asked us to operate a café for them.

Why do people eat there? The dealership's customers like us because they have to wait for two to three hours for their car to be serviced. And the salesmen like it because it keeps the customers from leaving. One salesman closed a car deal over lunch one day. We're located in the front of the dealership building so we get a lot of stop-by traffic.

How do you advertise? It's been challenging to let people know we're here. I drop off coupons and menus at local businesses. In the future, we'll do some co-advertising with the dealership. They'll include a coupon for our cafe in their leaflet reminding customers of their 60,000-mile service or mention us in their TV commercials.