

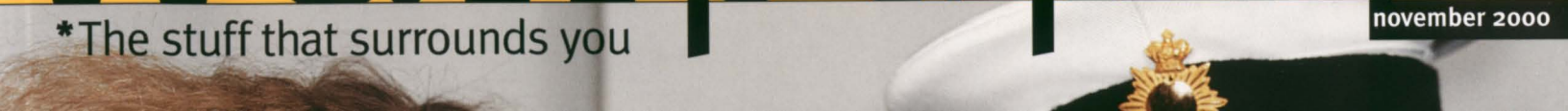
WANDERLUST – PART 2 OF OUR 2000 TRAVEL GUIDE



# wallpaper

\*The stuff that surrounds you

november 2000





## NO HOLDS BARRED / USA

While the coffee bar wars rage on both sides of the Atlantic, keep an eye on the latest battleground – juice. US operators are building up their armour by rolling out as prolifically as possible. Jamba Juice already has a strong foothold on the West Coast, and now Liquidity is planning its attack from New York. This is a hi-tech concept, courtesy of New York architects MOVK, and a leap away from those traditional, homely health bars. Like the coffee chains, it will appeal to independent urban professionals used to grabbing a quick pick-me-up en route. If all goes well, Liquidity outlets should be popping up right across the East Coast in the next five years. Let battle commence. *CD*