



Cool Beans . . . Servicing Our Business Community



ALICIA SMITH
OWNER, COOL BEANS
COFFEE HOUSE INC.

A large selection of delicious healthy made to order food choices and specialty coffee beverages is what makes them repeat diners, in addition to the long time staff that they have come to know and love over the years. Cool Beans offers a spacious, relaxing atmosphere which is conducive to a business lunch or even business meeting with laptop presentations. You are never rushed and can even call ahead to reserve a specific table in a very quiet area.

Beyond dining at Cool Beans for business lunch it also offers free delivery to our local businesses. You can call ahead or fax your order and request a specific time for your delivery. Office catering can be delivered to accommodate your in house business meeting lunch needs. Platters of Cool Beans

delicious wraps and homemade salads offer a large variety of healthy choices.

If you are planning a breakfast meeting for a large group you can reserve Cool Beans Dining room in the early hours of the morning before the restaurant opens for lunch. Our Breakfast catering menu offers complete buffets with a variety of choices that include the traditional American style breakfast of eggs, bacon, homemade potatoes, fruit and bagels or switch it up a bit with a variety of selections



The wrap platters are a popular customer pick.



A healthy variety on the catering menu.

Alicia Smith is the Vice President and Owner of Cool Beans Coffee House Inc. in Toms River. Ten years ago in search for a niche business, she created and opened Cool Beans. A restaurant entrepreneur was a challenging and exciting change from her previous corporate career. Alicia is a 1993 M.B.A. graduate of Monmouth University and earned her B.S. degree in Business from Rider University. She began her career in banking and held a variety of positions ranging from Branch Manager, District Operations Officer and most recently Vice President and Regional Sales Director for PNC Bank. When making the career change into the restaurant business, she knew that success would still be contingent upon the owner's sales and marketing skills. In order to grow your business, Alicia believes in the power of extraordinary customer service coupled with a great product that you can stand behind. In addition to marketing, she is responsible for all of the financial accounting of Cool Beans. She has marketed her company in such a way to achieve many awards such as NJ Monthly Magazine's "Best Coffee House" in 2007, AOL's "Best Coffee House" for 8 years, and the Asbury Park Press Reader's Choice "Best Coffee House in Ocean County" for 9 years.

Alicia is a long time resident of the Toms River area. She and her husband Eddie along with her three children, Alina, 8, Joe, 7, and Justin, 5, enjoy living in this great community that is also home to her very valued, wonderful and loyal customers.

of homemade quiches and fresh fruit and you may even add the specialty coffee bar of cappuccinos and lattes.

Included in the price you may have the entire restaurant to yourself to conduct your private meeting for monthly sales seminars or recognizing achievements. It's the perfect spot that offers a different atmosphere than other facilities. If it isn't in the plan for you to leave your office, Cool Beans can cater off site at your location as well.



Cool Beans
Teacher's
Appreciation
Discount

10% Discount

Monday through
Friday
on all deliveries to
Toms River Schools

A Ladies Night Hot Spot

Tuesday, Wednesday and Thursday nights Cool Beans is bustling with tables of women enjoying a Ladies night out. Friends and groups gather to enjoy a good meal, maybe a "bring your own bottle of wine" and entertain themselves with a psychic reading.

All in fun, Cool Beans has psychic reading entertainment three nights a week from 6pm - 10 pm. It is such a popular activity that they even take psychic appointment reservations in advance. Three psychics perform 15 minute readings for \$13. There is always something fun happening at Cool Beans.

Karaoke

For ten years, Monday nights and now Saturday nights have been named Cool Beans Karaoke Nights. From 7pm to close anyone can sing Karaoke to the tunes of past and present ... The stage is all yours!

Cool Beans Mission Statement Since 1998

Cool Beans Coffee House is committed to provide the highest quality food, specialty coffee drinks and decadent desserts while creating satisfied repeat customers who enjoy our inviting atmosphere and are dazzled by our friendly consistent service delivered by a team oriented staff with a unified goal; to provide extraordinary customer service to differentiate Cool Beans among its competition.

COOL BEANS COFFEE HOUSE INC.

Seacourt Pavilion, 635 Bay Avenue

Toms River, NJ 08753

(732)797-BEAN (2326)

Open: Sunday-Thursday 11 am- 10pm

Friday-Saturday 11am- 11pm

