

# Cafe unites coffeehouse atmosphere with hoagies

By DAVE SCHNEIDERMAN  
Collegian Staff Writer

After a tedious day of classes, many students crave a treat simply for making it through the day. Their answer might just be a moist piece of cheesecake — and a hoagie.

"I find this rather weird, the combination of a cafe and a sub shop," said James Janowsky (senior-film).

Janowsky is not referring to the normal sub shops seen in State College. Instead, the subject of his comment is Subway Cafe, 454 E. College Ave.

Reza Farahani, co-owner of Subway Cafe, said the combinations possible with the traditional Subway menu and the new expanded menu are not your everyday meals. The cafe is "still experimenting with a lot of different products," he said.

"It's still basically in the developmental stage," Farahani said. The concept behind Subway Cafe is simple — a regular Subway menu combined with a coffeehouse-type menu, located in a coffeehouse-type atmosphere.

Michele Klotzer, media relations director for

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Franchise World Headquarters, said the Subway Cafe concept is a novel idea that capitalizes on modern trends. The idea of coffee shops and gourmet coffeehouses "are popping up all over," she said.

The restaurant, which opened at the end of last spring, was the first Subway Cafe in the world. A second one recently opened in Alaska.

The Alaskan Subway Cafe was developed at the same time as the State College store. In fact it was "a race to see which one would open first," Klotzer said.

The State College location was the one to win the race, and Farahani has done his best to merge the coffeehouse atmosphere with the traditional Subway.

"You're more likely to sit down in this type of

place than in the regular Subways," said Chris Rubal (junior-broadcast cable). "They leave the paper for you."

But not everyone agrees the Cafe has been successful in creating an atmosphere that invites people to sit and relax.

Geoff Guevara-Geer (graduate-Spanish) said a "cafe is supposed to be a place where you can think and talk," and the restaurant falls short in this area.

The Cafe plays one type of music over the speakers but have a different video playing on the TV monitor, Guevara-Geer said. This makes it hard to sit and relax, he said.

But so far, the Cafe's sales have been higher than expected, Farahani said. He is confident that the store is "going to supply our customers with the best we can supply them."

Although the management is dedicated to making Subway Cafe a continued success, customers are ultimately the ones who decide the cafe's fate. And if Michael Beltz (senior-landscape contracting) is any indication of public opinion, the store has nothing to worry about.

"When I first came in, I thought it was neat and had a bit of class," he said.



Collegian Photo/Betsy Blume

Bruce Herold (senior-hotel, restaurant and institutional management) leaves the Subway Cafe, 454 E. College Ave. He bought food yesterday at the cafe, the first of its kind in the world.

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