

# The Scoop

Happenings from Howell Plaza Shopping Center



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## A Winning Couple



The warmth of Jay and Malwika Kadakia, owners of **Jeena Jay Convenience**, is one of the reasons customers keep coming back.

Since 1985, this duo has gained a loyal following who come in to purchase lottery tickets, scratch off games, \$.99 greeting cards, school and business supplies and more.

It's all about friendship. When a customer was recently hospitalized, he called Jay to ask for special deliveries of supplies and games.

Jay visited with him almost daily. Another customer considers the Kadakias part of his family.

"For me, it's the joy of frequently seeing customers who have become my friends. We talk, we share and we laugh. I've known some for over 15 years," Jay says with a smile.

Jay's entrepreneurial spirit goes back seven generations of business ownership. "I once had a boss when I first came to America with my beautiful wife in 1983, but then I read a notice to purchase this store. Malwika and I have been pleased ever since." And judging on his return customers, so are they.

**Stop by Jeena Jay to meet Jay and Malwika!**

## A NEW Twist for Pretzels



Anything goes with creatively shaped pretzels, like \$2 Philly Pretzel Factory shamrocks. Call (732) 994-5554 two days in advance for personalized orders. For more ideas, visit [www.HowellPlaza.com](http://www.HowellPlaza.com).



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# Secrets of the Trade



Behind-the-Scenes with **Bob Agnello**

## Pretzels for the Community

Fundraisers take many forms, but for Bob Agnello, the great ones all have a twist. As the owner of multiple Philly Pretzel Factory franchises throughout New Jersey, Bob helps local schools, youth organizations and community events reach their goals through his pretzel fundraising program.

“Making donations to every organization isn’t feasible,” explains the former corporate finance director. “Instead, I sell my pretzels to them at a deep discount so that community groups can make a profit from selling as much or as little as they want.”

Pretzels are a fun, recognizable food that kids and adults will buy, especially for a good cause. Bob also welcomes local school groups and youth organizations into his factory for tours. The hands down favorite highlight is twisting, baking and eating their own pretzels fresh from the oven.



To read the entire article, visit **[www.HowellPlaza.com](http://www.HowellPlaza.com)**



## Hot Off the Presses!

**Sweet Music Academy** and **Sweet Performing Arts Center** are written up in the **Asbury Park Press**. Read the article at [www.HowellPlaza.com](http://www.HowellPlaza.com)



## March Is Umbrella Month

Did you know that in the 1800s, it was considered inappropriate for a man to go out in public using an umbrella?



## National Jelly Bean Day

April 22nd celebrates the entire rainbow of flavors that the world has to offer!