

May 16, 2023

City of Cambridge Planning Board
344 Broadway
Cambridge, Massachusetts 02139

Re: Use Determination at 675 W Kendall St., Cambridge, Massachusetts

Dear City of Cambridge Planning Board:

Beraka Juice is a 3-year old juice shop and pop-up juice bar proudly serving the Boston area with organic healthy options such as cold-pressed juices, smoothies, açai bowls, toasts and more!

Our first location in Winthrop opened in June 2020, in the middle of the pandemic. Whilst this was a challenging time to start a business, the family and local support we received sustained our business through the pandemic and has allowed our business to grow consistently year to year, to the point where an expansion has come into play.

675 W Kendall St. would be our second location. Our approach, through our infancy years, has proven successful: engaging with local communities, supporting local efforts, hosting events, participating in towns' public affairs, leading engaging conversations with our local leaders.

We plan to create a welcoming atmosphere in that space for the Cambridge community through the products we serve and by providing the best guest experience. Mother Juice, the previous tenant, had a similar operation to ours. The space will be used to store, stock, produce and serve our products to the community. Please see below, a photo of the indoor space.

The use and occupancy of the space will remain unchanged. As we understand, per section 13.42.5 of the Cambridge Zoning Ordinance, this location is listed for Fast Order or Quick-Service Food Establishment. The building's structure and general layout will remain unchanged. The building's exterior and existing windows will remain unchanged. The changes we anticipate are as follows: adding our logo on the exterior, adding decals on the windows and an interior fit-out to accommodate our operations.

The logo simply consists of our brand name, Beraka Juice, a green butterfly and a green-emphasized "i". Beraka [ber-aw-kaw] means "source of blessings" and that is exactly what we want to be to and in our communities. Our mission is to transform lifestyles into healthier ones; hence the butterfly on our logo to represent the transformation and the emphasis on the green to highlight our natural and organic products.

We anticipate that such use of 675 W Kendall St. will require an approval by the Planning Board in accordance with the City of Cambridge Zoning Ordinance, and we respectfully request this subject to be added to the agenda for the next available Planning Board meeting.

Should you have any questions, please feel free to contact Vanessa Kazadi at vanessa@berakajuce.com or 781-520-5019

Sincerely,

Vanessa Kazadi

Founder & co-owner

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**EXHIBIT A:
675 W KENDALL ST. INTERIOR PROPOSAL**



**EXHIBIT B:
675 W KENDALL ST. EXTERIOR PROPOSAL**

