



World Wrapps Original Founders Re-launch 2nd Location of the Evolved 2.0 Concept

Sunday, November 12th Keith Cox and Matt Blair, the original founders of World Wrapps, announced the re-opening of their second WW 2.0 location at The Mercado Center in Santa Clara. This location has been the home of World Wrapps since 1996 but recently closed its doors to undergo an interior and exterior renovation and a complete menu update for the evolved 2.0 concept.

The menu honors long time guest favorites like Thai Chicken, Samurai Salmon and Chicken Caesar. However, WW 2.0 is all about the introduction of new flavor combinations, which includes Tikka Masala, Korean BBQ, and Furikake Salmon. The new menu is also shaped around the evolution of the Wrapp. The Flatbread House Wrapp and Supergreen Wrapp are now made in-house from scratch, and fresh pressed to order.

To provide guests with additional ethnic flavor combinations, the menu also includes new global “wrappers.” Guests can enjoy Nori Wrapps like Hawaiian Poke and Bulgogi Beef, and Rice Paper Wrapps like Satay Chicken and Tahini Tofu. All Flatbread Wrapps, Nori Wrapps and Rice Paper Wrapps can also be “unwrapped” and served as a bowl to allow guests even more ways to explore the menu. For guests concerned about their specific dietary needs, a variety of Gluten Free, Vegan and Vegetarian options are available. Substitute Freely!

As the final stamp on World Wrapps 2.0, the Smoothie has been replaced with globally inspired, housemade beverages. Options include Mango Lassi, Pineapple Mint Agua Fresca, Vietnamese Iced Coffee and Jasmine Milk Tea. All housemade beverages come with a garnish like fresh, hand diced strawberries or pineapple, other toppings include fresh mint, coconut flakes, cocoa nibs and Boba Tapioca Pearls!

The brand's look and feel have also been updated and are much more contemporary with the use of a distressed “WW” traveler stamp logo. The original bright, bold, interior colors from the 90's have been toned down with dark wood, concrete, and steel, and a pop of warm burnt orange-sienna.

The refreshed brand pays tribute to the unexpected ethnic flavor combinations inspired by travel experiences much like it did when it originally launched in 1995, but in a contemporary way that speaks to today's culinary palette.

Inspired There. Made Here.

About World Wrapps:

Keith Cox and Matt Blair, along with two college friends and Chef Aaron Noveshen, launched World Wrapps on Chestnut Street in San Francisco back in 1995. The craveable ethnic flavor combinations and unexpected ingredients inspired by their world travels, created an award winning “Hot Concept” buzz for years. They were recognized as the originators of the wrap and officially started the craze that has swept the food industry. The founders sold the company in 2000 after opening 25+ locations, but they never forgot their roots.

Over the years, Keith Cox and Matt Blair, both Marin residents, would often walk by the World Wrapps Corte Madera location and talk about what they would do to the concept if they were still involved. In 2016, the opportunity arose to purchase the brand and the two friends decided to re-launch World Wrapps 2.0. The Corte Madera location re-opened in November 2016 and has been acclaimed as “Better Than Ever” by the Marin IJ and “Best of Marin Gluten Free Restaurants” by Marin Magazine. The WW 2.0 team is excited to bring the same buzz to Silicon Valley.

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