

New Orleans-style coffee will soon be rolling to a stop near you

By Willie Thompson, Virginia Gazette, Nov 23, 2022 at 9:00 am



New Orleans native Woodrow “Woody” Jones continues to expand his small business portfolio since opening coffee shops in two Sentara hospitals in 2019.

Now, Jones plans to take his Louisiana-style coffee on the road with a mobile coffee shop, which he hopes to have in operation by the end of the year.

The 17-year health care worker at Sentara Williamsburg Regional Medical Hospital found his niche while waiting for his son to receive treatment at the University of Virginia Medical Center.

“While I was waiting for my son to get a heart at UVA hospital, I saw a coffee shop and said, ‘Wow, I think Sentara needs a coffee shop as well,’” Jones said.

In 2018, Juan Mikel-Jones, a former football player at New Kent High School, had a heart transplant after being diagnosed with viral cardiomyopathy, an infection of the heart muscle. He was later [featured in a documentary](#).

The New Orleans Creole Coffee shop made its debut Dec. 15, 2019, on the Williamsburg hospital’s second floor, offering coffee that was “unique and authentic, originating from the heart of New Orleans, Louisiana,” Jones said.

Once he was set up in Williamsburg, he opened his second shop at Sentara CarePlex Hospital in Hampton.

But soon after Jones opened the coffee shops, COVID-19 slowed down his small business and the rest of the globe.

“It became a challenge to meet the staffing need, and there was increasingly less foot traffic in the hospitals to reduce exposure,” Jones said. “So it made more sense to make the transition.”



It was at that point he set out to create the area’s only mobile coffee shop trailer.

Jones is no stranger to running a mobile business; he already has a mobile detailing business called Goodfellas Auto Detailing LLC. He said his experience from starting his detailing company helped him smoothly transition to creating the coffee shop trailer.

“It carved out a business model that actually works, with convenience and flexibility being the leading cause of its continued success,” he said.

It took him just over a year to build and set up the generator-powered trailer with the latest equipment to entertain customers. The coffee trailer is equipped in style and comfort, with five bar stools, charging stations and a 32-inch flat-screen TV.

Besides coffee that he describes as unlike any other brand with secret ingredients he won’t divulge, Jones also plans to offer a variety of foods and snacks. His menu includes over 30 flavors of coffee, a variety of herbal teas, muffins, bagels and oatmeal. He plans to eventually expand his menu by adding sandwiches like po’boys.

A certified chef will also be traveling alongside Jones to prepare the meals and help with driving.

Jones said his favorite item is the bourbon banana frappuccino — the best-selling item on the menu in his hospital shops.

Jones hopes to have the grand opening of his mobile coffee shop in front of Sentara Williamsburg Regional Medical Hospital by the end of December. That's the hospital where staff cared for his son.

"Staff helped my family through trying times," Jones said. "They were excited about the coffee shop beginning in the hospital; we are thankful."

After the grand opening, Jones plans to take the mobile coffee shop to festivals and special events in the area.

"The goal is to go where the people are and where the need is great," he said.

For more information about the mobile coffee trailer, contact Jones at 757-604-5105 or email creolecoffee01@gmail.com.

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