



CRISP & GREEN LAUNCHES FRANCHISE PROGRAM

After Exceptional Performance, Brand Seeks to Expand Nationally

MINNEAPOLIS, MN, March 13, 2018 – CRISP & GREEN, under the leadership of Minneapolis entrepreneur Steele Smiley, is launching a new franchise program just one year after opening their highly successful locations in Wayzata and the North Loop.

“CRISP & GREEN will be the right franchise opportunity at the right time,” said Steele Smiley, CEO of CRISP & GREEN. “Americans are actively seeking healthier food options. Our wide variety of chef-driven, scratch-made recipes using only fresh, whole ingredients are exactly what they are looking for.”



Smiley, who was brand creator and silent partner in the initial launch phase of CRISP & GREEN, took over as majority owner and operator in the summer of 2017. Ryan Burnet who was involved in the launch remains a partner in the concept.

“I believe this brand is special and it deserves to be taken to the next level,” Burnet said. “Steele has a strong understanding of what it takes for a brand to win, and has proven his ability to scale and grow companies, especially in the development of a franchise system. This is a very exciting time for CRISP & GREEN.”

Smiley built the successful STEELE Fitness brand in Minneapolis before selling it to a major international wellness company, where he managed both domestic and international franchise growth at the company, among other executive duties. His passion and pursuit of health and nutrition inspired the concept for CRISP & GREEN.

“CRISP & GREEN recognizes the needs of consumers who want a nutritious, quick meal with a proven business model that has experienced operational success,” Smiley said. “We are now ready

to share this concept with other entrepreneurs who share our passion for health and wellness. We expect to add several new Twin Cities locations by the end of 2018 and most importantly we look forward to expanding the brand nationally.”

According to Smiley, consumers are craving relevant interactions with brands and CRISP & GREEN provides that experience by hosting numerous fitness and wellness events, driven by their corporate mission to promote a healthy lifestyle that goes beyond the kitchen. This complements their wide variety of wholesome options including signature salads, grain bowls, soups, smoothies, seasonal items, and a robust kid’s menu developed and curated by CRISP & GREEN’s in-house Chef Bill Fairbanks.

“At CRISP & GREEN, we truly have something for everyone. We cater to the busy individual or family on-the-go who wants that healthy option,” Smiley said. “We also partner with like-minded organizations and businesses to bring a wellness perspective and community focus into our restaurants through on-site fitness classes, wellness workshops and expert-led discussions on the importance of self-care.”

CRISP & GREEN opened in Wayzata in the fall of 2016 and opened its second location in the North Loop just four months later. The roll out of this new program will make CRISP & GREEN one of the few healthy, scratch-made, fast casual franchise opportunities in the country.

While sales are not yet open, CRISP & GREEN invites any interested parties to reach out for more information by contacting franchise@crispandgreen.com or visit www.crispandgreen.com/franchise.

About CRISP & GREEN:

CRISP & GREEN offers a chef-crafted, scratch-made menu featuring signature salads, grain bowls, soups, and smoothies while delivering a crisp experience to guests. The three core beliefs of CRISP & GREEN include: An Exceptional Product, World Class Hospitality and Commitment to Community. CRISP & GREEN opened its locations in the Minneapolis area in the fall of 2016 and the spring 2017, and soon will be available as a franchise concept. For more information go to www.crispandgreen.com.



FUN FACTS ABOUT CRISP & GREEN

- Since opening, CRISP & GREEN's two locations have served more than 25,000 pounds of greens, which would fill more than 40 shipping containers.
- CRISP & GREEN has served more than 44,000 pounds (22 tons) of avocados - equivalent to the weight of 12 cars.
- CRISP & GREEN sources more 200 fresh, whole ingredients to create the unique flavor profiles of the scratch-made dressings.
- With a broad, customizable menu, guests have the ability to create more than 1,000 different salad and grain bowl combinations.
- Research and development is an integral part of CRISP & GREEN's menu development process. For example, eight versions of herbed falafel were sampled to find the perfect one. The final version was not only flavorful and nutritious, but unlike most falafel, it is baked rather than fried.
- In the summer of 2017, CRISP & GREEN launched the dock delivery program, providing healthy and convenient options to boaters on Lake Minnetonka.
- CRISP & GREEN'S signature rice crispies are vegan, gluten-free, and made with organic brown rice cereal.
- In the past year, CRISP & GREEN has provided the community with more than 100 complimentary fitness and wellness events hosted within their restaurants.
- With more than 5,000 downloads, CRISP & GREEN's mobile app offers online ordering and a loyalty rewards program.