



CRISP & GREEN TO OPEN TWO NEW LOCATIONS IN MINNESOTA

Healthy, Fast Casual Restaurant Company Will Open Its Third and Fourth Locations in the Twin Cities This Summer With Plans to Expand Nationally

MINNEAPOLIS (April 19, 2018) - CRISP & GREEN, a Minnesota-based fast casual concept, today announced that it will open two new locations as majority owner and CEO Steele Smiley builds upon plans to expand nationally via corporate and franchise operations. Construction of the new restaurants - at 50th and France in Edina, and in Dinkytown at the University of Minnesota - will begin this week, with opening dates set for summer of 2018.

The wellness-driven food company launched its first two locations in Wayzata and the North Loop in the past 18 months, with both experiencing consistent increases in traffic volume since opening. Today's announcement follows the company's news from March that it will also open a franchise program to expand the brand nationally.

"As the demand for healthier, convenient meal choices continues to grow, we look forward to bringing our concept to many more Twin Cities communities, and ultimately across the nation," said Smiley, who has been involved since the company's inception and became the CEO last year. "We are passionate about creating welcoming environments for guests to gather, experience a fitness class, or grab a nourishing meal on-the-go."

The restaurant's third location, which will offer the popular and wholesome menu of signature and made-to-order salads, grain bowls, and smoothies, will open in Edina at 3930 West 50th Street. The new CRISP & GREEN store will be in the heart of the 50th and France district, known for its vibrant businesses, shopping, dining and attractions.

The fourth CRISP & GREEN location will be based in Dinkytown, on the campus of the University of Minnesota in Minneapolis. CRISP & GREEN will be a welcome fresh option for students and residents alike, and will be located in the high-traffic center of the neighborhood in the building previously occupied by Espresso Royale at 411 14th Avenue SE.

"We've identified 50th and France as a perfect third location for our business as it is an active and lively area with an expectation for high-quality, nutritious food choices," said Smiley. "We have also received hundreds of requests from residents near the U of M, who want to see more healthy places to eat on campus, which is something this generation cares deeply about. We are excited to provide both communities with a place where residents can feel great about their meal choices and enjoy our fitness and wellness resources."

Construction on the 50th and France and Dinkytown spaces will begin immediately, as the company looks to have both locations up and running within the next few months. CRISP & GREEN will continue its rapid expansion by adding to their corporate fleet and by franchising nationally, with more locations to be announced soon.

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CRISP & GREEN is a wellness-driven restaurant chain featuring a selection of signature and seasonal salads, grain bowls, soups and smoothies, all made in-house from scratch with premium ingredients. The restaurant also offers free community fitness and wellness events to promote a healthy lifestyle beyond the kitchen. CRISP & GREEN recently announced an expansion strategy through a franchise program in tandem to the development of more corporate locations. The company is now accepting franchise applications at crispandgreen.com/franchise.