



CRISP & GREEN® REPLACES FORMER PIEOLOGY IN HIGHLAND PARK ST. PAUL
Rapidly Expanding Twin Cities Based Healthy, Fast Casual Restaurant Chain
Opening Up Their Seventh Location

MINNEAPOLIS (September 18, 2019) – CRISP & GREEN, a Minnesota-based fast casual concept, announced today that it will be opening up its seventh location this October in the Highland Park area of St. Paul, replacing the former Pieology restaurant.

The space will change hands from one pro athlete to another, as the former Pieology was owned by ex-Viking player, Matt Kalil. The new CRISP & GREEN location will be owned and operated by the company's first franchise partner, former NBA player Kris Humphries.

This will be Humphries' third location. The franchisee's first location opened in December last year in Dinkytown on the University of Minnesota campus. Humphries' second location opened in Maple Grove in July.

"I'm really excited to take over this space and turn it into a CRISP & GREEN. The community is so active and health conscious, it just felt like a perfect pairing," said Humphries.

This will be the company's second St. Paul location to open in 2019, as today's announcement follows the recent news that the sixth CRISP & GREEN will be replacing the former D'Amico in St. Paul on Grand Avenue, set to open at the beginning of November.



CRISP & GREEN franchisee Kris Humphries, at the new Highland Park construction site.

CEO and Founder, Steele Smiley, is looking forward to continuing his mission of providing healthy food and accessible wellness resources to as many communities as possible. "We have fielded hundreds of requests for CRISP & GREEN in the St. Paul market, especially in the Grand Avenue and Highland Park areas," said Smiley. "We are excited to be able to address those requests and provide the community not one, but two CRISP & GREEN locations in the area."

The Highland Park site will be located at 2111 Ford Parkway, St. Paul, MN 55116. Updates about new locations and store developments will be posted to CRISP & GREEN's social media platforms. For more information on CRISP & GREEN and its franchise program, please visit <https://crispandgreen.com/franchise/>.

ABOUT CRISP & GREEN: 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. Franchise opportunities outside of Minnesota are open and interested parties are invited to apply at crispandgreen.com/franchise or contact us at franchise@crispandgreen.com.