

# Crisp & Green signs franchise deal to accelerate nationwide expansion

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The 40-unit development agreement with Salads & Smoothies LLC adds to an existing 11-unit agreement with Crisp & Green, and the group plans to open all 51 locations by 2028.

Crisp & Green was founded in Minnesota in 2016 by Steele Smiley, the founder and executive chairman of brand development company Steele Brands. Other fast-casual brands in the Steele Brands portfolio include Stalk & Spade and Paco & Lime.

Customers of Crisp & Green can build their own “quick and healthy” salad or grain bowl or order from the restaurant’s signature menu.

The Crisp & Green website lists 50 locations slated to open across 15 states before the end of 2023. It says debut restaurants are “coming soon” to New York, Illinois, Arizona, Arkansas, Iowa, Missouri, Montana Tennessee and Wisconsin. The chain’s home state of Minnesota as well as Colorado, Texas, Florida, Nebraska, Utah and the Dakotas are slated to add units.

This development deal includes several territories throughout the brand’s home state of Minnesota as well as launches into Phoenix, Milwaukee, Indianapolis, Cincinnati and Cleveland.

“To see it grow from just a dream into what it is today is a testament to our team, our loyal guests and our franchisees,” Smiley said.



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