

Exclusive: Crisp & Green buys 33 restaurants from Coors family

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Illustration: Sarah Grillo/Axios

Crisp & Green is buying 33 restaurants from Coors family-owned Salad Collective, and the Coors family is becoming its first outside investor, CEO Steele Smiley tells Axios Pro exclusively.

Why it matters: The deal accelerates Crisp & Green's expansion as its more salad-focused competitors have grappled with food safety concerns and rising ingredient costs.

State of play: Salad chains were [hit](#) especially hard this year as a cyclospora outbreak had diners [avoiding lettuce](#).

- Inflation also lifted lettuce prices by [about 20%](#) between January and June.

Between the lines: Crisp & Greens' menu variety helped insulate the restaurant from ingredient or supply chain issues, Smiley says.

- The chain offers bowls, salads, smoothies, sandwiches and other protein-forward items that fall into the better-for-you category, and hosts regular fitness events.
- "Lettuce is a very small part of our menu ... [Cyclospora] didn't impact us the way that it may have impacted others, and we're grateful for that," he says.

Zoom in: The restaurants being purchased operate under the Mad Greens and Snappy Salads brands and are in Arizona, Colorado, and Texas.

- They will be converted into Crisp & Green locations, Smiley says, and move the Midwestern fast-casual chain closer to its 100-location target.
- With 13 other openings planned this year, the company should reach its goal before 2027.

Smiley declined to disclose the financial terms of the deal.

What they're saying: "I have owned this business since the first day, but when the Coors family says they want to be a part of what you're doing, you know, you generally say yes," Smiley says.

Catch up quick: Smiley, who founded the chain in 2016, [returned](#) as executive chairman in 2025 and repurchased several franchised locations.

What we're watching: The chain is open to future acquisitions, but Smiley doesn't plan to bring on more outside investors.