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Crisp & Green snags two restaurant chains as Coors family takes minority stake



Crisp & Green is set to acquire two Golden-based salad brands from the Coors family.

CRISP & GREEN



By [Jenna Barackman](#) – Reporter, Denver Business Journal
Oct 13, 2026

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Story Highlights

- Crisp & Green purchased two chains from Salad Collective, the companies said Tuesday.
- The Coors family will become minority investors in Crisp & Green.
- The 33 acquired locations will rebrand within one year, Crisp & Green CEO says.

[Crisp & Green](#) is acquiring two fast-casual restaurant chains from the Coors family's Salad Collective in a deal that will give the Coors a minority stake in the business after the transaction closes.

Wayzata, Minnesota-based Crisp & Green agreed to purchase Golden-based Mad Greens and Snappy Salads, a total of 33 locations. Financial details of the transaction were not disclosed.

After the acquisition, the Coors family become minority investors in the Crisp & Green chain. Crisp & Green leaders did not say how large the minority stake would be.

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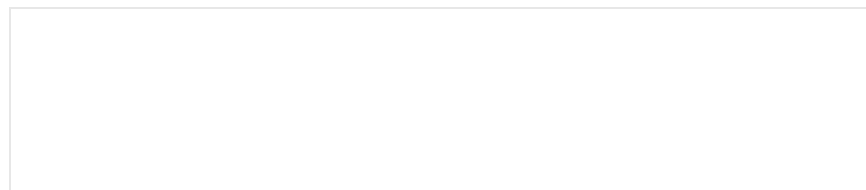
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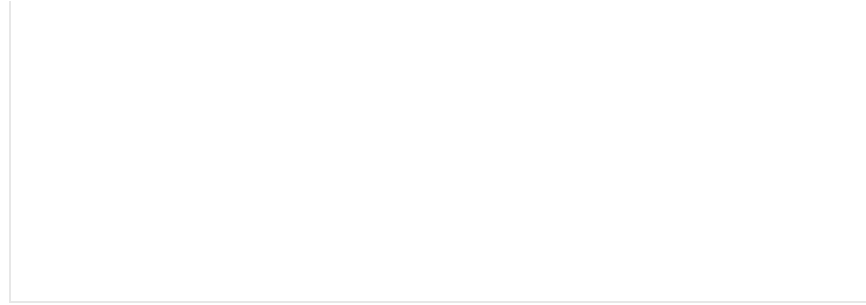
The acquisition will allow Crisp & Green to immediately grow in key markets and scale quickly without having to spend time finding and developing the right sites, said founder and executive chairman Steele Smiley. He added that the two brands already had menus that were as good or better than Crisp & Green.

The deal is expected to close by the end of the year. Crisp & Green would immediately acquire 33 total units spread across Colorado, Texas and Arizona and put the brand in new cities like Austin.

Within a year, each unit will be rebranded to a Crisp & Green, Smiley said.

“It’s speed, right? It allows us to get to scale faster,” he said. “And with real estate being as challenging as it is in retail to find really good sites, the locations that they had and the menu innovation that they had today was already superior, and so in many cases superior to our own spots that we are our own locations that we have in Colorado.”





Steele Smiley, the founder and executive chairman of Crisp & Green.

CRISP & GREEN

Snappy Salads has five locations in Texas. Mad Greens has 15 locations in Colorado. Locally, those include locations in Westminster, Aurora, Lone Tree, Louisville, Littleton, Lakewood, Highlands Ranch, Castle Rock, Centennial and several in Denver.

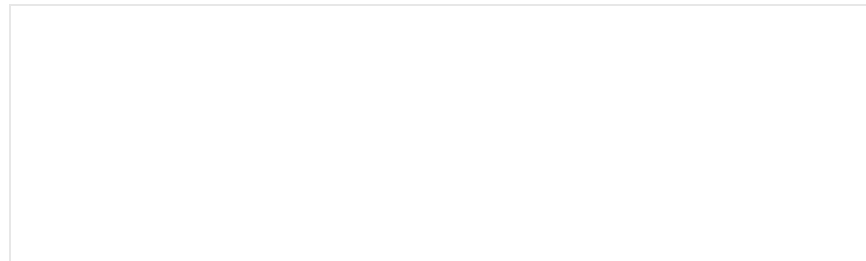
The acquisition would also add hundreds of employees to Crisp & Green, Smiley said. Two-thirds of Salad Collective's leadership team will be joining Crisp & Green while the other third stays to manage Salad Collective's remaining brand, Tokyo Joe's, the companies said.

The acquisition will bring Smiley's brand to 100 stores by December, a feat which Smiley said his brand was fortunate to achieve in a short amount of time. The chain opened its first restaurant in 2016.

The Coors' family's investment will also mark the first time that Crisp & Green has accepted institutional capital, an exception Smiley, a Littleton native, said was made because the Coors family and he aligned about the direction of the brands.

Favorite menu items from Mad Greens and Snappy Salads will be integrated into Crisp & Green menus across Colorado and could eventually be added to menus nationwide, Smiley said.

"Bringing MAD Greens and Snappy Salads together with CRISP & GREEN is a natural continuation of our strategy at Salad Collective," said [Darden Coors, Chairman of Salad Collective, in a statement](#). "We're excited to partner with CRISP & GREEN and are confident in our shared vision. They bring together the right brand, seasoned leadership, and passionate franchise partners to execute the next phase of that vision."





Darden Coors is CEO of Mad Greens parent company Salad Collective and now of Tokyo Joe's as well.

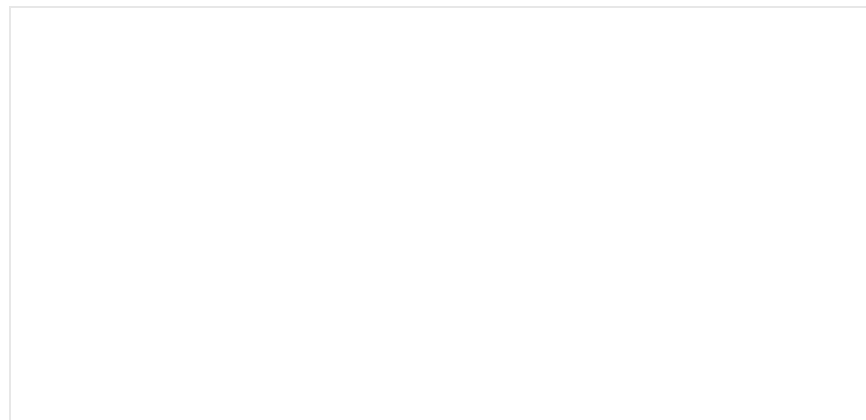
PROVIDED BY SALAD COLLECTIVE

Crisp & Green already has five locations in Denver, and this acquisition will add 15 more within the state. Smiley said the locations are already profitable.

As the brand continues to expand, Smiley said he could see the amount of Crisp & Green locations in the Centennial State double, creating a significant presence for the brand with over 1,000 employees in Colorado.

Smiley said he was “open-minded” to establishing the brand’s headquarters, or a presence, in Colorado.

“I think everything's up for grabs at this point,” he said. “And you may see both.... it makes sense for us to do that, and so we'll have a presence in Colorado. We'll have a presence in all the states that we operate. But I suspect Colorado will be a big part of our future.”





Mad Greens CEO Darden Coors, rear, and Brandon May, assistant general manager, make salads at the Highlands Ranch restaurant.

KATHLEEN LAVINE, DENVER BUSINESS JOURNAL

Smiley plans to keep expanding the brand over the next several years, including by potentially making additional acquisitions. Growth would likely be concentrated in areas where the brand already exists, which is primarily middle America, he said.

“We will have achieved the 100 unit mark years before most people get there,” he said. “So we’re going to continue to optimize what we have, but we’re not slowing down. I mean, we have dozens of stores in the pipeline already, not just in Colorado but in the surrounding states, and so I think you’ll see us hit that 200 mark here pretty quick.”

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