

## UFood Restaurant Group, Inc. and George Foreman Team Up

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UFood Restaurant Group, Inc. (OTCBB: UFFC), a franchisor and operator of fast-casual food service restaurants and nutritional product retail stores, today announced that George Foreman, the well renowned, former World Heavyweight Boxing Champion, has recently agreed to become the spokesperson for the UFood brand.

Through UFood's exclusive agreement with George Foreman Enterprises, Inc. (OTCBB: GFME), Mr. Foreman will initially work to create publicity aimed at selling franchisee licenses and will provide advertising and marketing support through public appearances and public relations campaigns.

George Foreman Enterprises, Inc. focuses on marketing and selling various products principally related to wellness, vitamins, and nutritional supplements using its George Foreman brand name in the United States. George Foreman has a successful track record as a spokesperson for various brands, including Meineke, Casual Male (Nasdaq: CMRG) and the George Foreman Grill, which has sold more than 80 million grills worldwide. Through his ubiquitous grill, Mr. Foreman's name is already associated with healthy eating which complements UFood's concept of 'feel great...eat smart.' George Foreman is a worldwide icon, and regularly appears on nationally syndicated shows, recently appearing in a major television series, American Inventor, and appearing as a guest on The Tonight Show with Jay Leno and on Jimmy Kimmel Live. UFood intends to capitalize on Mr. Foreman's global marketability.

'It is a great honor that UFood has attracted a well-known celebrity such as George Foreman,' said George Naddaff, Chairman and CEO of UFood. 'There's no one better for the job. His endorsement will create publicity and reinforce the message of a healthy lifestyle that follows UFood's concept feel great...eat smart.'

The fast-casual dining segment is led by companies such as Chipotle Mexican Grill (NYSE: CMG) and Panera Bread Company (Nasdaq: PNRA) and caters to customers who desire the convenience of a fast-food chain and are willing to pay a premium for higher quality, differentiated menu items.

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