

## Blue Moon Mexican Cafe Opens First Franchise

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Expansion Continues with Second Location to Open Next Month in Westchester County, New York

Life is a Fiesta...Eat it Up! was the theme as Blue Moon Mexican Café, the New York metro area's premier Mexican restaurant franchise, opened its first franchise location March 3rd at 261 South Little Tor Road in New City, NY.

The restaurant seats up to seventy-five guests in an atmosphere that combines the energy of the local neighborhood with the Blue Moon tradition of an exceptional dining experience.

"New City is the perfect fit for a Blue Moon, a terrific town and we're looking forward to becoming a fixture in the community," said founder and CEO Howie Felixbrod. "We're excited about this opening, since it marks a new chapter in the Blue Moon success story."

The newest Blue Moon is owned and operated by Luna Azul New City LLC consisting of partners Jorge Vidal, Luis Miniet, and Carlos Perez. 'There's no one else franchising this unique concept out there,' Vidal said. 'We've received wonderful support from the company, allowing us to get off to a smooth and fast start.' Vidal said he expects at least \$1.5 million in annual sales for the New City franchise.

Mr. Vidal and his partners will open their second Blue Moon Mexican Café franchise in Hastings-on-Hudson in mid-April.

Felixbrod has been in the restaurant business for nearly 35 years. He founded the company in 1987 in Manhattan and has since expanded into the surrounding suburban counties with five additional locations. 'The next logical step for us to grow the company was through franchising,' said Felixbrod. Blue Moon's company affiliated stores exhibit outstanding unit economics that compare favorably with larger national restaurant chains. 'Our biggest advantage is we can open a store without the exorbitant start-up costs associated with most restaurant franchises,' said Felixbrod.

'Our goal is to award another three to five franchises this year and get those up and running,' Felixbrod said. "I want to take it slow and put us in a position where we can deliver the support that franchisees will need after they open.'

"We're interested in franchisees that want to take what has been honed over many years and build on our business model. We want people who realize that their chance at being successful is greater when you don't have to reinvent the wheel," Felixbrod said.

Blue Moon is currently awarding franchises in New York, New Jersey, Pennsylvania and Connecticut.

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