

Baja Fresh Mexican Grill Focuses on Expansion in Major East Coast Cities with New Prototype

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Baja Fresh Mexican Grill, the California-based quick and casual fresh Mexican food chain, announced today that future immediate franchise growth would be targeted to three of the most heavily populated markets in the United States, New York City, Boston and Atlanta.

The new drive to franchise in these markets is being spearheaded by James Walker, Chief Development Officer for Baja Fresh. 'The franchise development department is pleased with the initial response we have received in all three of these highly populated upwardly mobile markets. We feel that our demographic target matches perfectly with the demographics in these three markets,' says James Walker. 'We would plan to have multiple locations signed and construction begun before the end of 2008. We are in the process of interviewing interested Franchise candidates from these Markets.'

Expansion within these new Markets will feature a new smaller foot print, less expensive prototype, designed to increase speed of service. 'Our new Speedline prototype is a perfect match for markets where real estate is at a premium,' says Walker.

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