

UFood Restaurant Group, Inc. Commences Corporate Awareness Campaign for 2008

2008-05-07

UFood Restaurant Group, Inc. (OTCBB: UFFC), a franchisor and operator of fast-casual restaurants and nutritional product retail stores, today announced the commencement of UFood Grill's corporate awareness campaign in the investment community.

Pursuant to the recent closing of the company's financing which raised approximately \$13 million in gross proceeds, UFood's Board of Directors has authorized a budget for this campaign. The campaign encompasses investor relations and public relations services, inclusive of traditional media outlets like television, radio, and print, as well as guerilla marketing and the internet. The campaign aims to build awareness for the brand with shareholders, franchisees, and customers alike. This coincides with the public appearances by the company's spokesperson George Foreman, recently appearing at the Naples, FL restaurant cooking UFood Grill Burgers and taking pictures with customers and fans.

'We are excited about UFood Grill's concept of feel great...eat smart,' said George Naddaff, Chairman and CEO of the Company. 'We are establishing a national brand where customers associate UFood Grill as the better-for-you alternative in the fast-casual restaurant space. In addition, it is just as important that Wall Street knows the prospects of our company and maximize the support of our shareholders and investors.'

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. With its innovative menu, UFood Grill's mission and concept is to target mainstream customers and provide great taste and an overall pleasing dining experience.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article32510.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html