

Blue Moon Mexican Café Opens New Franchise on Cinco de Mayo

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Expansion Continues in Hastings-on-Hudson, New York

The air was filled with the sounds of celebration as Blue Moon Mexican Café the New York metro area's premier Mexican restaurant franchise, opened its newest franchise location May 5th at 19 Main Street in Hastings-on-Hudson, NY.

The newest Blue Moon is owned and operated by Luna Azul Hastings LLC consisting of partners Jorge Vidal, Luis Miniet, and Carlos Perez. The 3600 square foot restaurant is located in a picturesque village on the Hudson River in Westchester County and seats 85 in the dining room and another 20 in the bar/lounge area. The partners also own and operate a Blue Moon franchise in New City, NY.

'Normally I wouldn't recommend opening a restaurant on the busiest day of the year, but the pre-opening training went very well and our two 'mock openings' held Friday and Saturday ran smoothly,' said Blue Moon CEO Howie Felixbrod. 'The partners, managers and crew did a fantastic job and came through under tough circumstances.'

Despite daily headlines of a down economy, through the first four months of 2008 Blue Moon locations report average same store sales increases of 6% year over year. Felixbrod says that part of the reason for the steady sales is that Americans have incorporated dining out as an essential part of their lifestyle. According to industry research, Americans eat an average of 4.2 meals per week outside the home. Plus studies indicate that a family of four spends \$7 less to eat at a restaurant than they would if buying and preparing a similar meal at home.

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

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