

Organic To Go Acquires Seattle Café Chain Comprised of Mel's Market, Joelle's and Simon's 2008-05-15

Grows to Nine Seattle Area Cafés, 29 Cafés Companywide

Organic To Go (OTCBB:OTGO), the nation's first fast casual café chain to be certified as an organic retailer, today announced it has acquired a privately held chain of three Seattle quick serve restaurants from FPO, Inc. which includes Mel's Market, Joelle's and Simon's. Terms of the purchase, which include cash and stock, were not disclosed.

In addition to 9 Seattle area cafés, Organic To Go's delicious organic food is also currently available in 12 cafés in Los Angeles/Orange County and eight cafés in San Diego.

Founded by Larry J. Hamlin, Mel's Market, located at 3rd & Madison, has been serving breakfast and lunch in Seattle & Bellevue since 1988 and has earned a reputation for serving 'not fast food, but good food delivered quickly.' Joelle's and Simon's are located nearby.

A successful restaurant entrepreneur and consultant for the past 36 years, Hamlin's industry roots run deep, having operated 30 restaurants ranging in size from quick serve to full serve white tablecloth. Hamlin joins the Organic To Go team and is enthusiastic about the opportunity to offer health-conscious customers new delicious organic selections. 'Organic To Go is on the forefront of an important and exciting trend in foodservice,' said Hamlin. 'I am thrilled to be a part of this growing company as one of its newest shareholders and to have the opportunity to contribute in a meaningful way in a variety of areas including operations and strategic planning.'

Jason R. Brown, founder and CEO of Organic To Go, said that, 'A key factor in our decision to bring Mel's, Joelle's and Simon's into the Organic To Go family was not only the opportunity to build upon these successful and highly regarded local operations but to work closely with Larry and his dedicated team. Larry is well respected for his business acumen and has earned a reputation as an innovative consultant and collaborative retailer. I am pleased and proud to have him join us and we all look forward to working together.'

Recent studies show a continued upswing in demand for organic products with increasing belief that organic food is safer for the environment and that it is a healthier alternative. In response to the fact that Organic To Go's catering customers and café diners enjoy eating a wide range of 'normal American cuisine,' last month the Company launched Pizza Organico, a new line of organic stone hearth pizzas. The 18 inch pizzas are made fresh in wood-fire stone hearth ovens and the Company deploys its fleet of Toyota Prius vehicles and delivers hot pizzas in brown, not bleached, pizza boxes made from recycled materials.

Based in Seattle, Organic To Go is the nation's first fast casual café chain to be certified as an organic retailer with locations in Seattle, Los Angeles, and San Diego. Organic To Go's delicious organic food is now available in more than 170 locations - including 29 cafés, more than 120 wholesale locations, 14 universities and 11 locations at Los Angeles International Airport.

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