

Saladworks Announces Agreement with Multi-Unit Franchise Developer for 10 Locations in Atlanta Area

2008-06-03

Saladworks, the nation's first and largest fresh-tossed salad chain announced today it has entered into an agreement with RAMM Alliance LLC of Pennsylvania to open ten Saladworks locations throughout the Atlanta area. Terms of the agreement were not disclosed.

The five-year agreement will allow RAMM Alliance to develop Saladworks locations in Peachtree Center, Buckhead, Marietta, Roswell, Alpharetta, Duluth, Buford, Lawrenceville, Athens and Peachtree City. The first two locations will open in the next year.

"Today's consumer is interested in living a healthy lifestyle, and we are very excited to expand our offerings to Atlanta," said John Scardapane, Founder and CEO of Saladworks. "This agreement marks another milestone in our progress to turbo-charge our growth nationally."

Scardapane founded the company in Cherry Hill, NJ in 1986 and began franchising in 1992. Currently, the company has 92 locations in seven states and Washington, DC, with more than \$60 million in sales in 2007.

"What brought us to the Saladworks brand was the amazing commitment to customer service," said RAMM's Dean Russell. "Our management team feels great service combined with fresh, healthy food offerings will help Saladworks succeed in the Atlanta area. We look forward to adding a little more 'southern hospitality' to the region."

Prior to becoming a Saladworks multi-unit franchisee, members of RAMM Alliance, Dean Russell, Michael P. Medrow and Michael McPhillips founded and operated the publicly owned UbiquiTel Inc., a provider of Sprint PCS digital wireless personal communications services. The company was sold to Sprint Nextel in June 2006.

Last month, Saladworks announced a multi-unit deal for Boston, MA that will bring three locations to major downtown territories including Cambridge, Back Bay and the Financial District.

In February 2008, Vernon W. Hill II, founder of Commerce Bancorp. completed a major investment in Saladworks and joined the company as chairman of its executive committee.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article32895.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