

Sweet Peppers Deli Adds Newest Location in Laurel, MS

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The newest franchise for Sweet Peppers Deli opened its doors in the Northwood Village on Highway 15 North in Laurel, MS this morning at 11 AM.

The evening of June 16th, an invitation-only opening party was held at Sweet Peppers Deli to benefit the Hamasa Shriner's Transportation Fund. All proceeds from this event will be donated to the Shriner's helping them transport local children and families to the Shriner's Hospital for care. 'The response we have received from the community during our construction process has been incredible! We are thrilled to give back to this local charity and help them as they continue to battle the cost of rising fuel while trying to transport these children for the help they so desperately need,' stated Brittany West, one of the franchise owners of Sweet Peppers Deli.

The staff and management of the Laurel Peppers have received extensive training at two Sweet Peppers Delis in Hattiesburg, MS and at the busy location in Starkville, MS. 'This training will help prepare these new staff members and managers effectiveness from day one,' stated Cory Fremont, Corporate Trainer, Sweet Peppers Deli Franchise Systems, Inc. Clark and Beth Callahan, franchise owners of the two locations in Hattiesburg and also recent recipients of Franchisee of the Year Award assisted in this training process. 'We enjoyed having Brittany and Ken West as well as their team train in our restaurants. We know the time they have spent in our restaurants can only help ready them for the busy opening they are sure to have in Laurel!' stated Beth Callahan.

The Sweet Peppers Deli concept originated in 1997 in Columbus, MS. There are currently twelve Sweet Peppers Deli restaurants that are located in Mississippi, Alabama and Tennessee. Before the end of 2008 locations are scheduled to open in Gulf Shores, AL, Fort Mills, SC and Gulf Port, MS.

Sweet Peppers Deli offers a menu of salads, soups, signature sandwiches, panini (Italian pressed sandwiches), wraps and scrumptious desserts in a unique atmosphere including neon signs, glass garage doors, 50' plasma screen TVs, free WiFi and outdoor patio seating. This location also offers a drive through, pick up window. If you call ahead you will be able to pick up your healthy alternative to fast food without getting out of your vehicle!

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