

Baja Fresh Mexican Grill Announces Representation Agreement with Bluesun Corp
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Baja Fresh poised to enter retail channel with line of high quality branded Mexican themed products

Baja Fresh(r) Mexican Grill, the quick-casual fresh Mexican chain and Restaurants & Institutions Platinum award-winning Mexican Chain in America, today announced an agreement with California-based Bluesun Corp.

Bluesun is an international consumer products brokerage firm specializing in the worldwide sales of food and non-food products to high profile retailers including Costco Wholesale, BJ's Wholesale Club, Sam's Club, Trader Joe's, and Wal-Mart.

Perry Abadir, CEO of Bluesun, stated, "Bluesun represents some of the best brands in food and non-food retailing, and we feel that Baja Fresh is an exciting addition."

Initial product offerings are expected to include a line of unique Baja Fresh Salsas featuring the flavors of Mexico, and will be made with the freshest ingredients.

"We believe this is a natural step for Baja Fresh," said Baja's Chief Development Officer, James Walker. "Consumers are looking for fresh, high quality products, and Baja Fresh is synonymous with those attributes."

Founded in 1990 and headquartered in Thousand Oaks, Calif., Baja Fresh operates or franchises 289 restaurants in 28 states, all featuring its fresh Mexican-inspired food, made to order and served in a hurry. Baja Fresh was named as the Platinum award-winning Mexican Chain in America by Restaurants & Institutions Consumer's Choice in Chains study in July 2007.

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