

FLOWER CHILD

HEALTHY FOOD FOR A HAPPY WORLD

FOR IMMEDIATE RELEASE

Fox Restaurant Concepts' First-to-Market, Flower Child, announces April 4th Grand Opening

March 14, 2023 [TUCSON] — Tucson-native, Sam Fox, and his team at Fox Restaurant Concepts (FRC), announces a vibrant and delicious new dining experience coming to Tucson on April 4th with the grand opening of [Flower Child](#). Boasting “Healthy Food for a Happy World”, Fox’s Flower Child is preparing to welcome guests with warm, positive energy, genuine hospitality, and feel-good eats that will leave them wanting more each time they visit. Located at the Campbell Plaza in midtown, Flower Child will introduce fresh, new Flower favs, just in time for the Grand Opening, bringing healthy, seasonal dishes and drinks in addition to beloved fan-favorites that everyone can enjoy together.

Starting in Tucson with the opening of the original Wildflower restaurant in 1998, Fox created Fox Restaurant Concepts and has since introduced dozens of unique brands around the country. Fox is looking forward to opening a location in the place where it all began, joining fellow FRC brands Wildflower, Culinary Dropout, Blanco Cocina + Cantina, and Zinburger – in addition to Doughbird, opening only weeks after Flower Child.

“Opening a restaurant is a show of love for the city and for the people who will eat there,” says Fox. “Bringing Flower Child to Tucson – to all my friends, family, and the incredible community who has supported us since the beginning – is immensely special. I’m looking forward to serving our Tucson friends Flower Child.”

Flower Child plans to celebrate the Grand Opening with a variety of local partnerships and activations, a giveback day, and giveaways. Guests are encouraged to download the Flower Child app and everyone who downloads and places an order on the app during opening week has a chance to win a \$1,000 app credit! This multifunctional app not only provides a way to place an order for pick-up or delivery but also can be used to view the menu, scan to pay in-restaurant, and earn exclusive rewards such as free dishes, birthday treats, and more. In addition to ordering on the app, there are plenty of other convenient ways to enjoy delicious, healthy food from Flower Child including dine-in, pickup, and delivery.

Flower Child is currently hiring for all hourly positions at the Tucson location, including both front and back of house. They are looking for people to join the team who are passionate about convenient, nutritious eating, embody the spirit of positivity and dedication, and aim to serve and make guests smile within a fast-paced environment. Apply in person March 13th – March 25th

(except Sundays) from 10 am – 6 pm. For more information about available positions and to apply, please visit workforflowerchild.com.

ABOUT FLOWER CHILD

Flower Child is a fast-casual restaurant designed to inspire and support healthy lifestyles. As a part of Sam Fox's Fox Restaurant Concepts, the multi-location restaurant is devoted to providing made-from-scratch meals accessible to a variety of dietary needs. Utilizing a customizable menu of bowls, wraps, and salads, a variety of mix-and-match veggies, grains, fruits and healthy proteins offer clean eating with convenience. Known for its cheerful staff and uplifting dining environment, Flower Child has locations in Arizona, California, Colorado, Georgia, Maryland, Nevada, North Carolina, Oklahoma, Texas, Virginia, and Washington D.C. For more information, please visit iamflowerchild.com or follow [@eatflowerchild](https://www.instagram.com/eatflowerchild).

ABOUT FOX RESTAURANT CONCEPTS

Our story begins with Sam Fox, a man who is passionate about hospitality and endlessly inspired by food and design. He opened his first concept, Wildflower American Cuisine, in Tucson in 1998, and today has introduced dozens of ever-evolving brands including [Culinary Dropout](#), [Flower Child](#), [North Italia](#), [Zinburger](#), [Blanco Tacos & Tequila](#), [Doughbird](#), [The Henry](#), and more. Now almost 25 years later, FRC has grown into a team of nearly 5,000 employees in more than 60 locations spanning the country. The Fox Restaurants team is a community of creative thinkers who are passionate about bringing big ideas to life, creating amazing community experiences and sharing stories over incredible food. For more, visit FoxRC.com.

###