

# CRISP & GREEN™

Walking Tall Brands, a Tampa, FL based restaurant company, is bringing Crisp & Green, a Minnesota-based chain of salad restaurants to the Tampa Bay and Orlando areas.

Crisp & Green, a fast-casual restaurant based in the Minneapolis suburb of Wayzata, serves salads, grain bowls and smoothies and also offers a kids' menu. Smoothies are around \$7; the salads range from \$10 to \$14.

Beyond the five to seven stores in Tampa Bay, Walking Tall Brands is also planning five to eight additional Crisp & Green locations in Orlando. Three locations in their areas are already at the letter of intent, or preliminary agreement, stage of negotiations. Ideally, the first Crisp & Green will open for business by the end of the fourth quarter of 2021.

The typical Crisp & Green is 2,200 to 3,000 square feet and is located in high quality end cap positions of retail developments. The locations will seat 40 to 60 people and offer fitness classes during off-hours. The Florida expansion is part of a national franchise push Crisp & Green has rolled out in 2021.

Like other regional and national operators, Walking Tall Brands and Crisp & Green are expanding at a time when many restaurants are struggling in the wake of the Covid-19 pandemic.

**About CRISP & GREEN:** CRISP & GREEN offers a chef-crafted, scratch-made menu featuring signature salads, grain bowls, soups, and smoothies while delivering a crisp experience to guests. The three core beliefs of CRISP & GREEN include: An Exceptional Product, World Class Hospitality and Commitment to Community. CRISP & GREEN opened its locations in the Minneapolis area in the fall of 2016 and launched a national franchise push in 2021. For more information go to [www.crispandgreen.com](http://www.crispandgreen.com).

**About Walking Tall Brands:** Walking Tall Brands is a Tampa, FL based restaurant company started in 2018 by friends of complementary backgrounds. Mike Lester and Adam Besnard realized that with their synergies they could create a value-based, profitable, and growth-oriented restaurant enterprise exceeding industry standards, creating an improved customer experience while having fun. The outcome was a company with a renewed customer focus through Our People: Customers, Partners, Team Members, Restaurant Leaders, Community, Vendors and Franchisors. We proudly “Walk Tall” operating a better model to achieve success. For more information go to [www.walkingtallbrands.com](http://www.walkingtallbrands.com).