

From the Orlando Business Journal:

<https://www.bizjournals.com/orlando/news/2022/03/23/crisp-green-announces-winter-park-winter-garden.html>

## Here's where Minnesota-based Crisp & Green will open its first metro Orlando restaurants

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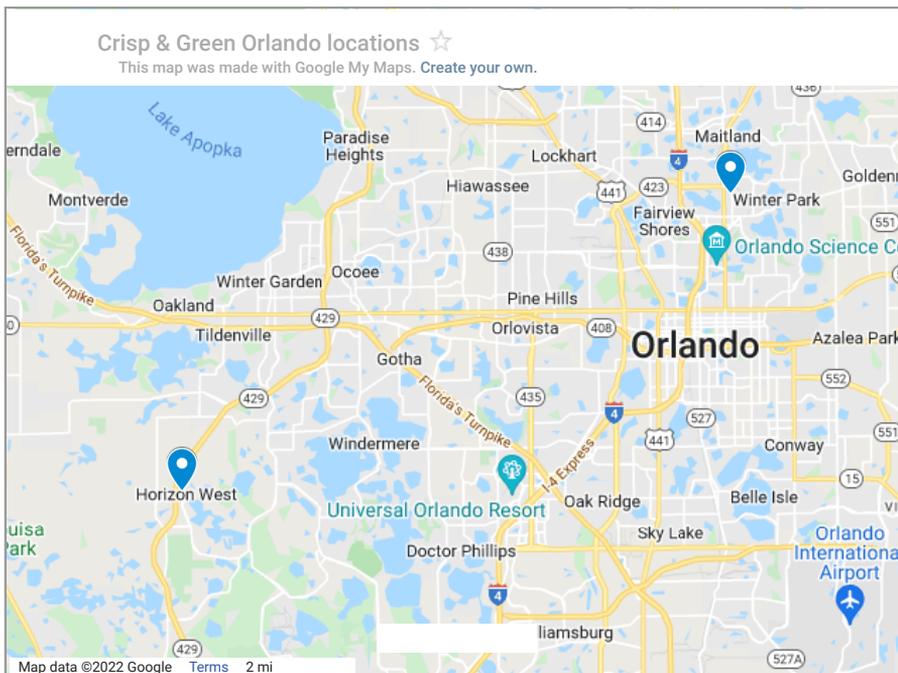
Crisp & Green, a Minnesota-based salad and bowl fast-casual chain, will open its first two Central Florida restaurants in Winter Park and Winter Garden.

Tampa-based restaurant operator Walking Tall Brands LLC will be the franchisee for those locations of Crisp & Green, which serves salads, grain bowls, smoothies and a kids' menu. Smoothies are about \$7; the salads range from \$10-\$14.



PROVIDED BY CRISP & GREEN

Crisp & Green, a Minnesota-based fast-casual concept, plans to open its first two metro Orlando locations.



The Winter Park Village location is 2,400 square feet at 510 Orlando Ave., Ste. 101, adjacent the Regal Winter Park Village & RPX theater. The franchisee inked a 10-year lease

for that space.

Colliers' Alexie Fonseca, David Gabbai and Jeff Johnson were the brokers on behalf of Ohio-based Casto, which is landlord for the Winter Park Village property. The concept is a good fit for Winter Park Village because "it provides a fast casual yet healthy concept for those on the move and looking for something quick but still healthy," said Fonseca.

The space in Hamlin Town Center is at 16055 New Independence Parkway, Ste. 130, Winter Garden, in a shopping center anchored by a Walmart Supercenter. The location's building fronts the north side of New Independence Parkway.

The terms of the Winter Garden space have yet to be disclosed. Boyd Development's Michael Boyd, Alex Pantaleon and Kevin Merideth were brokers on behalf of the Hamlin Town Center property.

Tampa-based Florida Retail Partners' Sandia Wasserman and Kiera Holubik were the brokers on behalf of the franchisee, Walking Tall Brands, which is headed by CEO Mike Lester and CFO Steve Strigler and partners with Baton Rouge-based Walk-On's Sports Bistreaux, in addition to Crisp & Green. Executives with Walking Tall Brands couldn't be reached for comment.

Future metro Orlando locations may come to Lake Nona and the Dr. Phillips area.

Florida locations for the chain are expected to create dozens of jobs. "Tampa, Orlando and Sarasota will create over 500 jobs effectively," Crisp & Green founder Steele Smiley previously told *OBJ*. "This includes service and kitchen crew, restaurant managers, area managers, operations, marketing and buildout opportunities."

Each Crisp & Green restaurant costs roughly \$750,000 to \$1.2 million to build out and typically ranges from 2,200-3,000 square feet. The locations will seat 40-60 people and offer fitness classes during off-hours.

The Florida expansion is part of a national franchise push Crisp & Green rolled out in 2021, previously reported sister newspaper *Minneapolis/St. Paul Business Journal*.

New restaurants provide a range of dining options for residents, create jobs and opportunities for vendors and subcontractors and help promote economic development. Several concepts have targeted Orlando as an expansion market recently, including fried chicken brands such as Louisiana-based Raising Cane's and Dave's Hot Chicken.

"Florida is seeing a lot of new business," retail expert Billy Rodriguez, senior vice president with JLL (NYSE: JLL) who is not involved with the chain coming to town, previously told *OBJ*. "Before the pandemic, companies were going to California and New York first."

The restaurant industry navigated significant challenges as a result of the pandemic, but the National Restaurant Association's 2022 State of the Restaurant Industry report forecasts the foodservice industry to reach \$898 billion in sales in 2022 and grow by 400,000 jobs for a total industry employment of 14.9 million by the end of the year.

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