



# ACAI EXPRESS Opens in Rockaway NJ - Leading Super Food Franchise Adds 16th Location

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*A Grand Opening Celebration Jersey-Style...*

*Hundreds of healthy living advocates flocked to the new shop this weekend for the Grand Opening celebration*

ROCKAWAY, NEW JERSEY, USA, January 8, 2019 /EINPresswire.com/ -- ACAI EXPRESS®, the Puerto Rico-based chain that offers a fresh fruit and nutrient-rich menu for healthier living, opened its first New Jersey franchise location in the Rockaway Town Plaza on Route 80 and Mount Hope Avenue to record crowds on this past weekend.

*A Grand Opening Celebration Jersey-Style*

Hundreds of healthy living advocates and hungry families flocked to the new shop this weekend for the Grand Opening celebration that ran from 10AM-9PM ET. Acai Express® had sampled their products to Plaza shoppers in the week prior to opening, whetting the appetites of active consumers for the healthy and delicious Acai Express® menu offerings. The cornerstone of the Acai Express® menu is the 100% organic Grade A acai berry, a purple, antioxidant-rich stone fruit that hails from the Amazon River basin. Teamed with healthy grain bowls, fresh salads, and vitamin rich smoothies, Acai Express is reinventing healthy on the go dining.

Also on hand to commemorate the Grand Opening were Rockaway Township Mayor, Michael Puzio, who jointly with the Acai Express team cut the ceremonial ribbon to open New Jersey's first Acai Express®.

To celebrate the Grand Opening Rockaway location, the first 150 people served received an Acai Express VIP card good for 10% off all purchases made during the inaugural months of January and February 2019. Anyone ordering the famous Acai Express® acai bowls also received a one-of-a-kind bracelet fashioned from the super food acai berry stone.

*Building Business in Central Rockaway, New Jersey, and the US*

Rockaway Town Plaza is an outdoor shopping plaza home to more than 15 name brand retailers from fashion and beauty and dining and entertainment to sporting goods and home furnishings. Acai Express®'s new, Morris County location at 395 Mount Hope Avenue in Rockaway, New Jersey (In the Target/Dick's Shopping Center between the Starbucks & Qdoba) is the sixteenth (16) fast casual super food shop for the brand. From its humble beginning as a single surf side food truck, Acai Express® has grown to encompass fourteen (14) locations in Puerto Rico and two (2) stateside locations in Cocoa Beach, Florida and now, Rockaway Township, New Jersey. Morris County is the ideal location for Acai Express®" Hector Westerband –Founder of Acai Express adds. "As the leader in 100% organic Grade "A" acai, and a menu that includes acai, oatmeal, and pitaya bowls, smoothies, salads, juices and lemonades, Acai Express® offers high quality, high nutrient meals, grain bowls, and/or desserts perfectly suited for New Jersey's active consumers."

Acai Express® Rockaway Franchise owner, George Paul adds his rationale for investing in the franchise. "While research has shown that Americans are willing to pay more for healthier foods, at Acai Express® they don't have to! "Acai Express® offers convenient, affordable, and delicious

food that is good for you - and that feeds the mind, body, and soul," Mr. Paul adds "Another huge factor in becoming an Acai Express® franchisee was the brand's commitment to the environment." "Through its work with Brazilian farmers, Acai Express® is helping support the communities in which the berry is grown, preserve the rainforest from further deforestation, and bring social responsibility to the turnkey franchise concept."

#### Partners in Progress

Acai Express® has teamed with franchise industry expert, Gary Occhiogrosso, the founder of [Franchise Growth Solutions, LLC](#), to expand the turnkey Acai Express® fast casual QSR (quick service restaurant) business model from sixteen (16) in 2019 to twenty-five (25) operating locations by 2021. Acai Express® franchises are currently available in NY, CT, PA, NJ and along the eastern seaboard.

#### [ABOUT ACAI EXPRESS®](#)

Acai Express® is an Acai-based super food restaurant that uses fresh and organic ingredients to create nutrition-rich meals for active and adventurous consumers who are proactive about their health and wellbeing. From one surfside food truck in Puerto Rico in 2013, Acai Express® has grown into a recognized lifestyle brand available in 16 locations in Puerto Rico and the U.S. Acai Express® combines the growing trend toward one bowl meals, superfood ingredients, and fresh fruit smoothies in a socially responsible business model.

For more information on ACAI EXPRESS® fast casual restaurant concept, please visit [acaiaexpress.com](http://acaiaexpress.com). For information on owning your own ACAIEXPRESS® franchise, please contact Gary Occhiogrosso at 917.991.2465 or via email at [info@frangrow.com](mailto:info@frangrow.com)

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