

Crisp & Green Expands Midwest Presence With Additional Territories In Iowa

Minnesota-Based Healthy Restaurant Chain Ink Multi-Unit Franchise Deal to Add 5 Additional Locations to Iowa Footprint

CEDAR RAPIDS, IOWA, USA, July 11, 2024 /EINPresswire.com/ -- [Crisp & Green](#), an elevated, fast-casual dining destination that offers healthy, chef-crafted meals announced today that it has signed a 5-unit development deal with new franchisee group, Evergreen Eateries LLC. The deal has solidified the brand's continued expansion throughout the Midwest with the 5-units all slated to open in Iowa.

Currently, Crisp & Green has one Iowa location in West Des Moines that has quickly become a popular favorite among residents with its convenient, chef-crafted and seasonal menu. This early interest in the brand highlighted Iowa as a key area for expansion, giving Michael and Aricka Hilton of Evergreen Eateries LLC the timely opportunity to become franchise owners.



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Michael Hilton

“We had been looking for a fast-casual concept that not only tastes good, but also makes you feel good. Crisp & Green aligned perfectly with our goals.” said Michael, who aims to open their first location in the Fall of 2024 in the Cedar Rapids and Iowa City metro areas. “We are believers that the demand for healthy eating will continue to grow and are excited to diversify our brand portfolio with a

partner like Crisp & Green.”

The 5-unit deal includes the territories of Cedar Rapids, which they believe will be their first open

location, followed by Coralville, Waukee, Ankeny, and Council Bluffs.

Crisp & Green was founded in 2016 by Steele Smiley, the franchisor's founder and executive chairman. Smiley, a fitness industry veteran, originally created the company with one simple mission: to bring healthy, delicious and convenient food to his community.

“Crisp & Green started with a very simple idea to make it easier for

people to live a healthier life. We’ve created food that not only tastes amazing, but fuels our guest’s active and busy lifestyles.” Today, this mission has spread with more than 200 restaurants open or in development across 14 states.



As part of their continued growth strategy, Crisp & Green has partnered with [Oakscale](#) Franchise Partners, a fully integrated franchise sales organization (FSO). Oakscale Franchise Partners’s Chief Development Officer Joshua Kovacs was originally attracted to the brand because of the growing demand of franchisees looking to diversify with healthy concepts. Today, Crisp & Green has become an intriguing addition to the portfolios of multi-unit operators across the country.

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About CRISP & GREEN

CRISP & GREEN is an elevated, fast casual dining destination dedicated to enhancing daily routines through “Curated Wellness.” The brand exists to be a key ingredient in their guests’ well being journey through healthy, craveable foods with fresh and seasonal ingredients that fuel all life’s “ands.” CRISP & GREEN is experiencing rapid national growth thanks to its “Curated Wellness” ethos—serving up hospitality, community, and seasonally-minded nutrition in equal measure. For more information, visit www.crispandgreen.com.

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