

FRESH IS THE FUTURE

When Rick Hetzel and his wife, Cheryl Mothes, invested in FRESH® Healthy Café, their goal was to make delicious, healthy food more accessible in their community by providing meal options such as protein bowls, smoothies, wraps and paninis in a quick-service setting.

Now that the couple has found success with several locations in their home state of Missouri, they are partnering with FRESH Healthy Café Founder Jeff Parker to add to its successful locations across the U.S., even expanding the brand to encompass a new FRESH Express category, which can be found in high-traffic areas like airports, malls, sports facilities and more.

“The quick-service category is competitive, and it can be tough vying for the consumer dollar,” Parker said. “But FRESH Healthy Café has an advantage because our products are all-natural, healthy and

freshly prepared. We are in a different category because we are targeting people who are making that transition into a healthier lifestyle, which is becoming more and more common every year.”

That’s why Hetzel says the brand’s FRESH Express category has been such a hit; it resonates with busy consumers who want to eat healthy, even while they’re on the go.

“We recently launched a FRESH Express at a sportsplex facility in Missouri where thousands of parents and kids gather every weekend for soccer, basketball and other tournaments and games,” Hetzel said. “Before we arrived, the only choices were traditional concession stand fare like nachos, burgers, hot dogs and fountain drinks. The response to our small 300-square-foot kiosk has been unbelievable because parents want to travel and still eat healthy, and they want their kids to eat healthy too.”



According to Parker, the FRESH Healthy Café concept works well in small FRESH Express spaces because the food is not cooked on-site.

“We heat our proteins and other items with small steamers and blend our smoothies in the cup they are served in,” Parker said. “That’s why it’s an ideal concept for malls, fitness centers and airports. No major kitchen equipment is required, making setup costs very low.”

Based on FRESH Healthy Café’s success, it’s easy to see why Hetzel and Parker say “FRESH is the future.”

Jessica Petrucelli



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