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Beautiful Brands inks deal to franchise Dallas-based Greenz

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TULSA, Okla. — Beautiful Brands International (BBI) has announced the addition of Dallas-based restaurant, Greenz—*salads for z' adventurous*, to its portfolio of restaurants to market and franchise worldwide.

"Greenz is an innovative fast casual salad concept that serves guests amazing salads in a refreshing atmosphere," said David Rutkauskas, BBI founder, president and CEO. "Its solid business model and franchising potential makes Greenz the perfect addition to our portfolio of Beautiful Brands to market across the globe."

The agreement between Casie Caldwell, owner of Greenz, and Beautiful Brands International will utilize BBI's organizational and support system to market and franchise the brand on a national and global scale. BBI's support will include product development, marketing, real estate, architecture, legal, franchise sales, and other aspects of franchise development. Greenz will be positioned as a fast casual salad concept with an average ticket of \$11.

Founded in Dallas in 2004 by Casie Caldwell, Greenz has grown to a three-unit chain. The menu includes salads, wraps, sandwiches and soups.

"When I founded Greenz with my dear friend, Jennifer Huval, it was our goal to transform the way people think about salads," Caldwell said. "And now with the help of Beautiful Brands we will be able to do that across the nation and ultimately around the world."

Greenz is one of seven concepts marketed and franchised by Beautiful Brands International. Franchised brands include Camille's Sidewalk Café, Coney Beach, Rex's Chicken, FreshBerry Frozen Yogurt Café, and Dixie Cream Donuts.

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