



MixStirs Brings Healthy Tasty Fare to Pittsburgh, Again

[MixStirs]

Pittsburgh, PA (PressExposure) November 15, 2008 -- New cafe just opened on Grant Street at Omni Hotel

Residents Will Flip Over the Smoothie Selection!

Allegheny County now has another healthy alternative to fast food, thanks to the introduction of a second MixStirs Cafe in Pittsburgh.

Located at 555 Grant Street at the Omni Hotel, just blocks from the MixStirs Café in Market Square, the new restaurant is open just in time for the holiday season. To introduce both locals and vacationers to MixStirs wide selection of award-winning soups, smoothies, wraps, paninis and salads, owner Matt McCrerey welcomes families visiting to enjoy an alternate, healthier snack, lunch or dinner compared with typical fast food fare.

"We're thrilled to introduce vacationers and the Pittsburgh locals to MixStirs nutritious, award-winning menu," says McCrerey. "We're not your typical hoagie shop or pizza parlor, but we do have an exciting menu with plenty of great choices. I'm happy to say that the folks around here now have two destinations to visit when looking for a healthy snack or meal."

The MixStirs franchise headquarters are in Garden City, N.Y. founded by Mike Greenberg in 2007, the privately held company began offering franchises early in 2008. When McCrerey found out about the company's original approach and commitment to providing a healthy, flavorful menu, he decided to convert his struggling café. "I was really impressed with the high nutritional value and the comfortable feel of the store," McCrerey said. "Our warm colors will really make people feel at home."

The café's trendy, exotic décor and environment-friendly attitude is complimented by the many flavors and colors of its juice- or yogurt-based smoothies, which can be enhanced by a selection of vitamin- or herb-infused "power boosts" to address a variety of individual needs. MixStirs has also been praised for its soups, many of which are low-fat, vegetarian or dairy-free.

In addition to the smoothies and soups, the new store in Pittsburgh will offer half a dozen gourmet wraps, including grilled chicken Caesar, garden or black bean and rice; paninis such as chicken bella or balsamic garden; and a variety of fresh-squeezed juice blends, protein shakes and flavored coffees. The new store even serves breakfast, from egg sandwiches and breakfast wraps to oatmeal and a selection of bagels, muffins and pastries.

Over the past two years, more than 15 MixStirs franchises have opened in New York, New Jersey, Pennsylvania, Massachusetts and Nevada. At least a dozen more are expected to open soon in those states and in Arizona, Ohio and Washington, D.C., and franchisees are actively being sought throughout the Northeast and Southeast. Most franchisees are owner/operators, and nearly three-quarters own more than one store.

Store hours at the Grant Street location are 6:30 am - 4 pm Monday thru Friday

Store hours at the Market Square location are 7 am - 6 pm Monday thru Friday, 9 am - 4 pm Saturday and 9

am - 4 pm Sunday.

For sample menus and nutritional information, visit www.mixstirs.com.

About MixStirs

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