

## **MIXSTIRS BRINGS HEALTHY, TASTY FARE TO NEW YORK, AGAIN**

### **New cafe just opened in Great Neck Equinox on East Shore Rd**

#### ***Residents Will Flip Over the Smoothie Selection!***

GREAT NECK N.Y. – April 20, 2009 – New York now has another healthy alternative to fast food, thanks to the introduction of the first MixStirs in Nassau County.

Located at 90 East Shore Rd, the new cafe is the 3<sup>rd</sup> MixStirs in New York and opens just in time for the spring. To introduce locals to MixStirs wide selection of award-winning soups, smoothies, wraps, sandwiches and salads, owner Ray Ahklakur welcomes gym members to enjoy an alternate, healthier snack, lunch or dinner compared with typical fast food fare.

“We’re thrilled to introduce the people of Great Neck to MixStirs nutritious, award-winning menu,” says Ray. “We’re not your typical smoothie shop. We have an exciting menu with plenty of great choices. I’m happy to say that the members of the Great Neck Equinox finally have a cafe that meets their need 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 immediately. When Ray found out about the company’s original approach and commitment to providing a healthy, flavorful menu, he decided to open his first location in the New York Sports Club in Glendale, NY in early 2007. “I was really impressed with the high nutritional value and the great product selection” Ray said.

The café’s 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, the new store in Great Neck offers an ever changing variety of gourmet wraps, salads, and a variety of fresh-squeezed juice blends, protein shakes and assorted energy drinks. The new store even serves breakfast, from egg white sandwiches and breakfast wraps to oatmeal and a selection of bagels, muffins and pastries.

Over the past two years, more than 20 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 more than half own more than one store.

Store hours at the Great Neck location are 7 am – 9 pm Monday thru Thursday, 7 am – 8 pm Friday, 8 am – 6 pm Saturday, and 8 am – 5 pm Sunday.

For sample menus, nutritional information, and franchise information, visit [www.mixstirs.com](http://www.mixstirs.com).