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Garbanzo Mediterranean Fresh Opening a New Location in Watertown's Arsenal Yards

Fast Casual Mediterranean Restaurant's "Feel Brighter" Movement Gains Momentum in Massachusetts

WATERTOWN, Mass. – The "Feel Brighter" Movement is building even more momentum in the greater Boston area.

Following its recent opening in Boston Common, Garbanzo Mediterranean Fresh, the leading fast casual Mediterranean franchise concept best known for its preservative-free, nutrient-rich menu, is expanding its "Eat Better – Feel Brighter" movement into Watertown. With the new location slated to open later this year in the Arsenal Yards development at 41 Bond Street in Watertown, Garbanzo Mediterranean Fresh offers a modern twist to Old World cuisine, breaking down the traditional paradigm of the Mediterranean diet.

"We've enjoyed introducing Bostonians to the flavor vacay that is GARBANZO, and are confident that people in Watertown will be equally impressed by our scratch-made wonder food," said Derek St. George, co-owner of Garbanzo Mediterranean Fresh in Watertown and Boston. "As the community continues to grow, we look forward to becoming the trusted option for delicious and nutritious food at Watertown's Arsenal Yards."

A longtime industry executive, St. George has successfully introduced Boston to brands like Blaze Pizza and Panera during his restaurant industry career. St. George and his partners, brother and sister business duo, Leigha and Karl Schmidt, plan to open three more locations in the area over the next five years, making it a mainstream dining staple in The Bay State.

"We are very pleased to welcome Garbanzo to Arsenal Yards to give both residents and visitors a tasty and healthy new dining option," said Kerry Dowling, SVP, Leasing for Wilder. "As Arsenal Yards continues to expand our carefully curated food offerings, Garbanzo's creative take on fresh Mediterranean flavors will be an exciting new addition to the neighborhood when it opens later this year."

Inspired by tradition but not bound by it, GARBANZO's modern "co-creation" service model inspires diners to let their instincts rule when ordering. Every order is customized to the guest's liking and diet preferences, with choices from top-quality meats and plant-based proteins to unique carriers like the Mediterranean version of the burrito – the laffa wrap and perfect, pillowy pitas injected with love are baked in-house throughout the day. Designed to help people feel better and ultimately "brighter" on the inside, GARBANZO's delicious and nutritious menu of raveable and craveable Mediterranean flavors offers something for everyone to taste, savor and

enjoy the moment, including those with dietary and lifestyle preferences. Menu items align with paleo, keto, gluten-free and vegan diets.

“We are all thrilled to build on the successful opening of our Downtown Boston location [134 Boylston St] and keep expanding the ‘EAT BETTER – FEEL BRIGHTER’ movement in Massachusetts and New England.” said James Park, CEO of GARBANZO. “We’re excited to bring GARBANZO to the Arsenal Yards development. Watertown plays a major role in our New England expansion plan and quite frankly, I don’t think there is a team out there better or bolder than this trio to grow our emerging brand into Massachusetts and the surrounding region” added Park.

Garbanzo is the latest eatery to announce its expansion to Watertown’s Arsenal Yards, a thriving new neighborhood that will be home to more than 50 curated shops, eateries, fitness, and entertainment venues. The more than one million square foot mixed-use development also includes state-of-the-art life science lab space, along with apartments and a hotel.

For more information on Garbanzo Mediterranean Fresh, visit eatgarbanzo.com.

For more information on the franchise opportunity, visit ownagarbanzo.com or email larry.sidoti@eatgarbanzo.com.

About Garbanzo Mediterranean Fresh

GARBANZO is making fresh Mediterranean cuisine a mainstream favorite across the United States. Its Feel Brighter® movement is fueled by a passion for preservative-free, nutrient-rich dishes that are inspired by tradition but not bound by it. Every order is customized to the guest’s liking in a modern cocreation service model, with choices from top-quality meats and plant-based proteins to unique carriers like the Mediterranean version of the burrito – the laffa wrap and perfect, pillowy pitas baked in-house throughout the day. GARBANZO is dedicated to satisfying every palate, every dietary plan – including vegetarian and gluten-free diners – and wants to show America how delicious nutritious can be.

About Arsenal Yards

Along the Charles River, in the heart of East End Watertown, Greater Boston’s next great neighborhood is emerging. With continued growth and development, by 2021 Arsenal Yards will be a thriving new neighborhood with over 50 curated shops, eateries, fitness, and entertainment venues including The Majestic 7, Shake Shack, and Roche Bros. The more than one million square foot mixed-use development also includes state-of-the-art life science lab space, 300 contemporary apartments, and a 146-room Hampton Inn & Suites by Hilton. Merging the best of community, culture, and lifestyle into a uniquely ideal place to live, work, and play, Arsenal Yards’ original mural art installations are adding to the urban vibe along with enhanced outdoor and green spaces for social and community gatherings. Arsenal Yards is a co-development of Boylston Properties and Wilder. For more information visit www.arsenalyards.com.

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