



**FOR IMMEDIATE RELEASE**

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## **SOUPER SALAD ANNOUNCES GRAND OPENING CELEBRATION FOR NEWEST LOCATION IN NORTH AUSTIN**

*All Day Event Set for This Saturday, July 9*

ADDISON, Texas, July 7, 2011 – Souper Salad, known for its fresh salads, handcrafted soups, and fresh baked breads, will be celebrating the opening of its newest location in North Austin this Saturday, July 9, with an all-day grand opening event. The festivities will be held at the chain's newest site, located in the Shops at Tech Ridge on North Interstate-35 and Parmer Lane.

"We are inviting the entire Austin area to drop by for a great time. And while they're here, they can try our Mango Berry Salad, strawberry shortcake and of course our world-famous fresh baked gingerbread!" said Souper Salad franchisee Denise Jordan.

In addition to special menu features, customers will have a variety of activities to choose from throughout the day.

- A cash and coupon booth for kids and adults all day long
- Austin's own "Sounds of AM" band to perform from 11:30 a.m.-2:30 p.m.
- Face painting from 11:30 – 5:30 p.m.
- Car show conducted by area car clubs from 5:00-9:00 p.m.
- Balloons, prizes and more

Ms. Jordan promises fun for customers of all ages. "We have something for everyone, whether you like music, games or just plain fun, the new Austin Souper Salad will be the place to be this Saturday." said Jordan.

Souper Salad, 12901 North Interstate-35, Austin, 78753, will be open all day Saturday, from 11 a.m. – 9:00 p.m. Adult pricing for Souper Salad's buffet is \$6.99 with special pricing available for kids and seniors. The restaurant's phone number is 512-252-6322.

### **About Souper Salad, Inc.**

Founded in 1978, Dallas-based Souper Salad, Inc. operates two successful restaurant concepts under the Souper Salad and Grandy's brands. The company currently operates 147 locations in 17 states, including 74 company-owned stores and 73 franchise-owned stores. Over the past 33 years, Souper Salad has established a reputation across the southwest for fresh salads, handcrafted soups, a variety of bakery items and hot entrée options. Grandy's has served up fried chicken and home-style meals in a quick service restaurant environment since 1973.

Souper Salad and Grandy's are seeking single and multi-unit franchisees to complement the company's network of restaurants in the south and southwestern United States. More information on franchise opportunities is available at [www.souper salad.com](http://www.souper salad.com) or by contacting Scott McIntosh, Director of Franchise Development, at 972-761-1771.

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