



EAT WELL. PLAY HARD. LIVE FRESH

## Fresh Enterprises Opens First Dual Concept Restaurant Baja Fresh Canyons Burger Opens in Bozeman, Mont.

Cypress, Calif.- Fresh Enterprises has merged two of its premiere brands, and announced today, the opening of its first dual restaurant concept in the town of Bozeman, MT. Baja Fresh, the nationally recognized fresh Mexican chain, and Canyons Burger Company, a fast casual gourmet burger chain; have joined forces to create an entirely new restaurant model, “Baja Fresh Canyons.” Baja Fresh Canyons opened on July 15, 2010 in a 3424 sq ft retail unit and is located at 1459 N. 19<sup>th</sup> Ave, Bozeman. With entrees ranging from fresh and made-to-order burritos, tacos and fajitas, to 100% Black Angus burgers and fresh cut fries; the new restaurant offers the best of both Baja Fresh and Canyons Burger on one menu. Furnished with hard woods, colorful counter tops, comfortable booths, and a full bar; Baja Fresh Canyons Burger offers guests an upscale dining experience with fast-casual prices and speed.s

The new Baja Fresh Canyons Burger is owned and operated by husband and wife team, Tim and Heidi Redelsperger, who also own and operate additional business concepts in the Arizona market. The Redelspergers are thrilled to be the first franchisees of the Baja Fresh Canyons Burger brand and have acquired the rights to the restaurant throughout Montana. Tim Redelsperger stated; “We think there is a significant niche for Baja Fresh Canyons in Montana. ‘Eat Well. Play Hard. Live Fresh’ is the mantra of the restaurant, and we believe this fits well with the lifestyle here.”

Baja Fresh Canyons Burger is the newest concept to emerge from Fresh Enterprises, which also owns La Salsa Mexican Grill. Fresh Enterprises awarded Tesser the San Francisco-based brand strategy and retail design firm, the task of cultivating the design and strategy behind the all-new cohesive concept. Baja Fresh Canyons Burger is a pioneering model in the fast-casual segment and has created a new logo, color palette, and messaging that combines two brands into one. Tesser looked for “the common DNA” in both brands and worked strategically to maintain the integrity of both concepts while staying true to what makes each brand unique and appealing to its customers. Noting that both Baja Fresh and Canyon Burgers are experts in what they do and provide the freshest ingredients with customized choices, Tesser added design elements to explain the integration of the brands to new and existing customers. “We have extensive experience in the fast-casual arena and our team was able to tap its knowledge of both

smart design and brand integration with this project,” said Tre Musco, Tesser;s CEO and creative director.

Brand President, Charles Rink, is pleased with the outcome of Fresh Enterprises’ newest venture, and stated “the Baja Fresh Canyons Burger opened in Bozeman is the first of its kind, and an excellent step in a new direction for both consumers and the fast-casual dining segment. Rink added that the restaurant is well designed, and encompasses the common DNA of two very different brands in one space. We will continue to evaluate the success of this restaurant and look forward to the growth of the new Baja Fresh Canyons Burger concept.”

#### [About Baja Fresh](#)

Baja Fresh Mexican Grill serves bold, fresh Mexican flavors for lunch, dinner, dine-in, or take-out all in a spacious and contemporary environment. All entrées are made with never frozen, all natural, hormone free, fire-grilled, chicken, steak and slow roasted pork carnitas. Don’t forget the handmade guacamole and salsa bar hosting 6 salsas made fresh everyday, all day. Founded in 1990 and headquartered in Cypress, Calif., Baja Fresh operates or franchises 249 restaurants in 19 states and Dubai. To learn more about Baja Fresh visit [www.bajafresh.com](http://www.bajafresh.com) or contact:

#### [About Canyons Burger Company](#)

Canyons Burger Company focuses on fresh high quality ingredients wrapped around an active outdoor lifestyle. Canyons uses 100% fresh Black Angus Beef in their line of specialty burgers. Additionally, the restaurant offers several vegetarian options and is proud to serve premium white meat hand battered chicken tenders that are cooked to order. Canyons is very active in supporting the local community and spends a great deal of time assisting local school athletic programs. For more info please visit [www.canyonsburger.com](http://www.canyonsburger.com)

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