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January 5, 2017

Vitality Bowls Kicks Superfood Craze into High Gear in Colleyville

***Local Entrepreneur Opens New Café;
Serves as Community Hub for Eating Healthy***

COLLEYVILLE, Texas – The wait is over in Colleyville.

Local residents, professionals and students no longer need to struggle with eating healthy when out and about. Vitality Bowls, which specializes in açai bowls – a thick blend of the Amazon's antioxidant-rich açai berry, topped with a variety of superfoods – announced today the opening of its café in Colleyville. The new franchise location will be the first for Anita Etta, who plans to open additional cafés in the Dallas Fort Worth area.

"I grew up helping my mother in our family-run health food business so Vitality Bowls was a natural next step for my career," said Etta, a seasoned executive with extensive experience in business management and human [resources management relations](#). "The food served at Vitality Bowls is already a part of my lifestyle and I am excited to bring these healthy choices to the public."

Slated to open on February 2nd, the new restaurant will be located at 5615 Colleyville Blvd, Unit 420, conveniently situated in the Colleyville Town Center. This restaurant will be the 3rd Vitality Bowls café in Texas, joining the [313](#) locations based nationwide.

Originating in Northern California, Vitality Bowls has solidified itself as America's superfood café – combining a dynamic café vibe with a unique collection of menu items containing high nutritional values and extraordinary tastes. Vitality Bowls offers an antioxidant-rich menu, with breakfast, lunch and dinner items made to order for each customer. All açai bowls and smoothies do not contain ingredient fillers such as ice, frozen yogurt, added sugar or artificial preservatives, giving the purest taste possible.

The menu features a variety of options, such as the Energy Bowl (with organic açai, goji berries and bee pollen), the Dragon Bowl (featuring organic pitaya, coconut milk and bananas) and their signature Vitality Bowl (with organic açai, strawberries and honey). Additionally, the brand recently announced exclusive additions to their kids menu. Plus, fresh juices, organic soups, panini and salads are available in each café.

"Simply put, we created Vitality Bowls to be a place where health-conscious individuals can go for a nutritional meal," said Tara Gilad, founder and owner of Vitality Bowls. "We

believe that healthy food can be an option for fast casual food and we are excited to have Anita on board with this. We look forward to seeing Anita grow his/her business in Colleyville and sharing the Vitality Bowls message with the community.”

Since launching in 2011, the brand has ignited significant growth. In 2014, the concept began franchising and now has nearly 70 locations open and in development across the country.

About Vitality Bowls

Roy and Tara Gilad, a pair of successful business owners, founded Vitality Bowls in 2011 in San Ramon, California. The duo started the superfood café concept together as a result of discovering their daughter’s severe food allergies and wanting to find safe, healthy food alternatives. Since franchising began in 2014, the brand has seen significant growth with nearly 70 cafes open and in development. Today, Vitality Bowls is redefining the fast casual healthy food restaurant sector every day at each of its locations across the country.

To learn more about Vitality Bowls franchise opportunities, visit <http://franchise.vitalitybowls.com/> and for more information about the brand, visit the company website at <http://vitalitybowls.com>.