



VITALITYBOWLS
• SUPERFOOD CAFÉ •

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Vitality Bowls to Launch Boston's Ultimate Superfood Cafés at Arsenal Yards in Watertown & Central Square in Cambridge

Local Entrepreneur Expands Healthful Offerings with Plans for First Vitality Bowls Locations on the East Coast

BOSTON – Vitality Bowls, the leading health-food restaurant concept which specializes in açai bowls and smoothies, has signed a lease with local entrepreneur Tim Johnson to open two new superfood cafés in Watertown and Cambridge.

Johnson is planning for a late 2021 opening at 425 Massachusetts Avenue in Cambridge and 113 Bond Street in Watertown's [Arsenal Yards](#). The health-focused fast casual restaurant will grant local residents, professionals and visitors access to an assortment of nutrient-dense foods not found elsewhere.

"I'm thrilled to open my cafés in Central Square in Cambridge and at Arsenal Yards in Watertown, and to bring healthy and delicious food options to the community," said Johnson, a seasoned professional with a wealth of sales and operations experience. "There is so much potential for Vitality Bowls in Boston given the local demand for clean and nutritious offerings. I look forward to bringing the full Vitality Bowls experience to residents in Watertown and Cambridge."

The Vitality Bowls Cambridge location will be situated right on Massachusetts Avenue in Central Square, within walking distance of MIT; sure to be a popular location for students seeking healthy options.

Arsenal Yards, the thriving new neighborhood in which the new Vitality Bowls location in Watertown will be situated, is located in the heart of the town's historic East End. The neighborhood features an exciting mix of dining, retail, life sciences space, fitness studios, outdoor green spaces and Arsenal Park, plus a 146-room Hampton Inn & Suites by Hilton, and more than 300 residences at its Blvd & Bond apartments. The development is slated to be complete by Fall of 2021.

Over the last decade, Northern California-based Vitality Bowls has become a bonafide leader in the health food industry. The sophisticated, dynamic cafés play perfectly into the unique collection of superfood menu items, all containing extraordinary ingredients packed with antioxidants and high nutritional values.

Vitality Bowls offers made-to-order healthy favorites for every meal of the day, featuring the widest variety of unique superfoods. Guests can choose from a range of delectable options, such as the Dragon Bowl (featuring pitaya, mango juice, coconut milk, bananas, pineapple and raspberries) and their signature Vitality Bowl (with organic açai, bananas, strawberries and organic flax seed).

In addition to açai bowls and smoothies, the brand boasts a diverse menu that includes warm and savory items including salads, grain bowls, wraps and toasts loaded with nutritional ingredients and a wide range of superfood toppings. Options include the crowd-pleasing Vitality Wrap, made with hummus, avocado, super greens, grains, roasted potato, radish, pickled red onion, lemon tahini vinaigrette, vegan garlic aioli and superseed crunch in a tomato basil tortilla.

Customers can also enjoy signature Vitality Bowls cold pressed juices, and energy and immunity-boosting shots, made with ginger, turmeric and a variety of fruits and vegetables. Plus, all açai bowls and smoothies are prepared without any ingredient fillers like ice, frozen yogurt, or artificial preservatives, giving the purest taste possible.

“Tim is the exactly the right person to grow the brand in Boston,” said Tara Gilad, co-founder of Vitality Bowls. “He truly represents our values here at Vitality Bowls and shares the mission of bringing delicious and healthy food options to the community.”

There are currently more than 140 Vitality Bowls locations open or in development across the United States.

About Vitality Bowls

Roy and Tara Gilad founded Vitality Bowls in 2011 in San Ramon, California. The duo started the superfood café concept 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 grown to more than 145 cafés open and in development.

Between 2019 and 2020, Vitality Bowls earned the “Best Franchise to Buy”—New Ethnic Eats Category Zor Award, was named in *Entrepreneur’s* Top Food Franchise and Top New Franchises list, *Franchise Times’s* Top 200+ list, *Entrepreneur’s* Top Growth Franchise list, *Inc. 5000* Fastest Growing Private Companies, *Restaurant Business’s* Future 50 and *Fast Casual’s* Top 100 Movers and Shakers.

In 2021, Vitality Bowls ranked on *Entrepreneur Magazine’s* Franchise 500 List, claiming the #1 spot in the Açai Bowl category and a #185 ranking overall.

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>.

ABOUT ARSENAL YARDS

Along the Charles River, Greater Boston’s next great neighborhood is thriving in the East End of Watertown. Set for completion in Fall of 2021, Arsenal Yards boasts curated shops, eateries, fitness, and entertainment venues including Buttermilk & Bourbon, The Majestic 7, Shake Shack, City Works Eatery & Pour House, Gordon’s Wine, Pure Barre,

Roche Bros. and more. Spanning over one million square feet, Arsenal Yards offers 200,000 sq. ft. of state-of-the-art life science space, home to current biotech tenants SQZ Biotech, Kymera and Arkuda; 300 contemporary apartments at Blvd & Bond; and a 146-room Hampton Inn & Suites by Hilton. With a focus on building community, Arsenal Yards hosts seasonal event series for both residents and visitors, including outdoor musical performances and fitness classes, along with its new "Picnic in the Park" series in the summer months and a "Fireside" fire pit activation in winter. Arsenal Yards is a co-development of Boylston Properties and Wilder. For more information visit www.arsenalyards.com.

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