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## Mad Greens to open shop in old Waffle House site

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A Denver-based soup, salad and sandwich shop announced Thursday that it will open a new Fort Collins location in the former Waffle House on College Avenue.

Mad Property LLC, a wholly owned subsidiary of Denver-based Mad Greens, plans to open a ninth Mad Greens location - its second in Fort Collins - in March at 616 S. College Ave. Waffle House closed in December 2008.

The fast-casual restaurant group, known for its salads, soups and grilled-to-order panini sandwiches, purchased the former Waffle House on Jan. 12 for \$675,000. Construction on building improvements will begin next week.

This is the first building the company has purchased in its five-year history. After the slated building improvements, the 2,100-square-foot restaurant will seat 65 people inside and 18 to 24 on its patio. It will have 18 parking spaces.

"Fort Collins has embraced our Harmony Road location," said Marley Hodgson, CEO of Mad Greens. "We jumped at the chance to open a new location and invest in this great community."

When Mad Greens opened its first Fort Collins location in 2008 at 2120 E. Harmony Road, Hodgson said they had wanted to locate on College Avenue at that time but couldn't find a good location.

Last year, the company assessed 30 different trade areas and pinpointed three locations - Fort Collins, Denver and Colorado Springs - for expansion. While it traditionally leases its property, Hodgson said the former Waffle House site warranted the investment.

"Most important, we felt it was located nicely to capture both business from the university and a lot of the business traffic," Hodgson said. "We felt it was nicely nestled in there."

With building ownership comes the ability to make more modifications. Hodgson said they will invest an additional \$350,000 in improvements and construction to the building that currently sits vacant.

Hodgson said the company had a 2 percent year-over-year increase in sales for 2009. He said the planed expansion will position the restaurant well for future national and possibly international growth.

Mad Greens currently operates eight restaurants in Denver, Boulder and Fort Collins and plans to add two to three additional locations in the next 14 months.

## Additional Facts

### On the Internet

For more information, visit [www.madgreens.com](http://www.madgreens.com).