



Crushed Red Inks First Franchise Development Agreement

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[Crushed Red](#) has signed a franchise development agreement to open six restaurants in the Denver market over the next five years. This marks the first franchise agreement since Crushed Red launched its franchise opportunity in late 2014.

The new Crushed Red locations in Denver will be owned and operated by the JAM Management franchise group. Led by Jim Merlo, JAM Management plans to open its first Crushed Red restaurant at the Denver Tech Center in May, followed by a second restaurant opening at the Orchard Town Center in Westminster in June. The new Crushed Red locations will be a boon to the Denver area through investment dollars and job creation. Each store will have approximately 25 to 30 employees.

“I’ve been a huge Crushed Red fan ever since my sister took me there when I was visiting her in St. Louis. Every time I go to visit now, I make it a point to stop at Crushed Red. I just can’t get enough,” said Merlo. “From the eclectic décor and urban feel to the innovative, artisan-crafted menu items and speed of service, Crushed Red is a natural fit for Denver and I’m excited for the opportunity to introduce this innovative concept to the local community.”

The menu features both artisan-crafted salads and pizzas as well as the option to customize salads and pizzas. In addition to salad and pizza, Crushed Red also serves all-natural soups and savory appetizers. Wine and beer are also available.

“This franchise agreement marks a significant milestone for Crushed Red as we expand the brand outside of our St. Louis roots,” said Chris LaRocca, founder of Crushed Red and an award-winning restaurateur with more than 30 years in the restaurant business. “We are carving out our own distinctive niche in the fast-casual space that we have dubbed ‘Artisan Fast,’ serving up true artisan flavors – fast – in a welcoming and comfortable environment.”