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*FOR IMMEDIATE RELEASE*

**Husband and Wife Team Lead Development of Pita Pit in Seattle**

*Popular Fast Food Franchise, The Pita Pit, Offers Fresh Thinking, Healthy Eating Options in Seattle*

**Coeur d'Alene, Idaho** - College kids used to be infamous for their late-night French fries and pizza binges, but not anymore. The diet and health food craze has reached the 18 to 24-year-old market and The Pita Pit, a nearly 180-unit franchise popular for being a healthy alternative to fast food, is at the core of that development with strong expansion throughout Seattle.

Leading the development locally is a husband and wife team, Andrea and Brent Palmer, who have just become second-time business owners of Pita Pit, with their newest location at the University of Washington campus. The Pita Pit of Seattle, located at 4515 University Way, will be serving up a healthful variety of pita wraps, salads, and other healthy items. The newest Pita Pit is part of the "Hot Concept's" plans to open 25 new locations in 2010, building upon its refusal to slow in this economy as it opened 17 locations in 2009.

"After being involved in our first Pita Pit location in Tukwila, I knew I wanted to become a full-time operator at our second location, where I could interact with my customers and staff on a daily basis," said Andrea Palmer, who will manage the UW store, while her husband is the full-time operator of the Tukwila location.

Andrea and Brent Palmer have become the new owners of The Pita Pit to fill an un-tapped market and offer a fast, fresh and healthy option. The Palmer's opened their first Pita Pit location in February 2009 and have just added the Seattle location to their growing portfolio. They hope to open more locations throughout the Seattle region in the next few years.

Immediately upon entering Pita Pit, customers are thrown into a five-sense quality experience in which they can touch, smell, taste, feel, and hear the entertainment. Customers are able to watch their menu items being prepared right in front of their eyes, as Pita Pit's preparation is all conducted in the front of house. A menu that literally offers thousands of different customizable options is a staple for all Pita Pit fanatics, as the experience is all what the customer makes it: A Personalized Relationship.

Additionally, Pita Pit has captured the college age demographic by specializing in late-night options and providing a healthy and original product offering. Unlike its quick service competitors, Pita Pit is the breakfast, lunch, dinner and after-hours snack choice for students aiming to keep their diets wholesome and their bodies fit. Their irreverent fan-following throughout the nation has fueled their recent growth despite the economic climate where they have opened 30-plus locations since the start of the recession.

Pita Pit has created many ties with local communities through grassroots marketing efforts. Andrea Palmer said she has already taken action toward alerting the community about her new ownership. They are also having a "happy hour special" every day from 3 p.m. to 7 p.m., where they will be serving their Gyro, BLT, Turkey, Roast Beef, and Hummus Pitas for only \$5.00. Additionally they will be having late-night specials, where every night after midnight is half price double meat.

“Being actively involved with the university and student community is going to be a main focus of mine while building the Pita Pit brand presence here locally,” said Andrea. “We plan on being strong community partners, while ensuring our customers’ satisfaction with every visit.”

#### **ABOUT PITA PIT**

Founded in 1995 by Nelson Lang and a former partner in Ontario, Canada, The Pita Pit was a fast food restaurant with a new and unique approach. The goal was to offer quality, healthy, fresh food fast. Realizing great success, they began franchising across Canada in 1997. Franchising in the United States began in 1999, and Pita Pit Inc. was formed. The first US store opened in Syracuse, New York, and the second in Moscow, Idaho. In April 2005, Pita Pit Inc. was acquired by Pita Pit USA, Inc. and the Pita Pit concept now boasts nearly 300 stores in North America, and is recognized as No. 1 in its category in *Entrepreneur Magazine’s* Franchise 500. The Pita Pit connects healthy food with people seeking alternatives to the typical fast food choices. Its motto is “fresh thinking – healthy eating”, featuring a menu based on the customer’s choice of grilled meats, fresh vegetables, zesty sauces, and a pita rolled into a unique and convenient package. Pita Pit Inc. is a wholly owned subsidiary of Coeur d’Alene, Idaho-based Pita Pit USA, Inc. For more information about The Pita Pit, visit [www.pitapitusa.com](http://www.pitapitusa.com).

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