



Naked Greens™ Springs Up in SoNo

In the Raw, Naturally™ is Hallmark of this New Restaurant Offering Farm Fresh, All Natural Soups, Salads and Wraps

February 5, 2012 – Naked Greens™, a fresh, new casual dining concept offering all natural, healthy hand-crafted soups, specialty salads and wraps has just opened in the heart of South Norwalk (SONO). Daily, the restaurant features a selection of 14 chef-designed, made-to-order salads and seven homemade soups using the freshest seasonal ingredients. Naked Greens is located at 45 North Main Street, South Norwalk, and is open from 11 am to 9 pm, Monday through Saturday.

Naked Greens, In the Raw Naturally™, is a modern, welcoming concept designed to cater to today's health conscious consumer and those looking for a convenient and quick alternative to more mainstream fast food options. The restaurant promises to use no artificial ingredients and only the freshest produce available. All of its meats are of the highest quality, and are free of added hormones and antibiotics. And, the flavorful and unique dressings are made in-house daily.

A sampling of the signature salads includes Caprese Crunch (arugula, radicchio, fresh mozzarella, tomatoes, fresh basil and pita chips), Beet Generation™ (baby spinach, fresh beets, red onions, candied walnuts, crumbled goat cheese), Awesome Avocado (iceberg, avocado, hearts of palm, corn, cilantro, grilled sweet lime shrimp) and Southwest Sensation (iceberg, black beans, chopped tomatoes, cilantro, tortilla strips, grilled steak and served with a chipotle ranch). Or patrons may customize their own salad by selecting from a bountiful menu of greens, toppings, dressings and proteins (grilled chicken, chipotle chicken, smoked turkey, seared tuna, grilled shrimp, smoked bacon, grilled steak, cilantro/lime chicken salad or chipotle chicken salad.) Five hand-crafted soups are standard bill of fare, with two seasonal soups added each week.

"I wanted to create a restaurant where we celebrate the harvest everyday by providing creative recipes that are healthy, fresh and brimming with flavor, as well as conveniently served up in a friendly environment," said owner Victor Melendez, a resident of Wilton. "We're committed to using the freshest, highest quality ingredients in a variety of homemade dishes.... some classic and some a little more exotic drawing on the flavors of my Latin American heritage and global travels."

When developing his concept, Melendez decided to purchase the former Soup Alley, which started in Wilton and expanded to South Norwalk, and known for its exceptional soup recipes. Victor hired the former chefs who will continue to create renowned, signature soups.

Victor developed his palate for delicious and flavorful foods while traveling the globe extensively as a senior marketing executive for global beverage company InBev and prestigious Italian luxury goods producer Luxottica, as well as innovation and sustainability vice president-for Pepsi. Raised in Mexico where every meal featured fresh ingredients, Victor has made eating that way part of his active lifestyle. A Connecticut resident for 12 years, Victor saw a need for a restaurant that marries fresh and healthy with convenience and speed to accommodate Fairfield County's busy and health conscious residents.

Naked Greens is also committed to minimizing its environmental impact through responsible operations and actions, and only uses 100% recycled paper products, and 100% recyclable bowls and utensils.

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Naked Greens™ -- In the Raw, Naturally™

Address: 45 North Main Street, South Norwalk (across the street from Bowtie Regent Cinemas in SONO.) Free parking in the rear of the building.

Phone: 203 956-0550

Website: www.naked-greens.com

Hours: Monday through Saturday, 11 am – 9 pm

Accommodates: 35

Eat In or Take Out

Delivery Available

Prices: Soups range from \$4.25 for a 12 oz. serving to \$10.25 for a quart. Salads average about \$9.