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Media contacts

Aaron Blank & Rachel Taylor for LYFE Kitchen
LYFEKitchen@feareygroup.com, (206) 343-1543

LYFE KITCHEN EXPANDS IN SILICON VALLEY WITH NEW CUPERTINO LOCATION

The “fast-fine dining” restaurant combines fresh, healthier foods with convenience – perfect for health-conscious diners with busy lifestyles!

Festivities planned for grand opening ceremony on Wednesday, April 6, at 5:30 p.m.

CUPERTINO, Calif. – March 29, 2016 – You don’t have to look far for your next culinary adventure! LYFE Kitchen is pleased to announce the opening of its newest location at Main Street in Cupertino, Calif., which officially opened to the public on March 21. LYFE Kitchen is a fast-fine dining restaurant that aims to bring convenient, affordable food options that are healthier, mindful and delicious. Every LYFE Kitchen restaurant is built on the philosophy that good food can play a big role in enhancing the quality of people’s lives. The Cupertino location is looking to provide all of that and more.

So be sure to mark your calendars! LYFE Kitchen Cupertino will be hosting a grand opening celebration, open to the public, with a special menu tasting and free giveaways on **Wednesday, April 6, from 5:30 p.m. to 9 p.m.** The celebration will start with the tradition of a Brussels sprout cutting, which is the company’s unique culinary take on the traditional ribbon cutting. It will also include special appearances from Cupertino Mayor Barry Chang and Cupertino City Council members, and the release of LYFE Kitchen’s original new “jingle” composed and performed by Stanford University’s renowned a cappella group, Mixed Company.

With the success of its flagship restaurant in Palo Alto, which opened in 2011, the company is excited to be coming back to the region and expanding in such a strong market. LYFE Kitchen now boasts a total of six restaurants in California, with additional locations across six other states in the U.S.

The newest restaurant, located at [19399 Stevens Creek Blvd., Suite #5 in Cupertino, Calif.](#), offers healthy breakfast options starting at 7 a.m. during the work week and at 8 a.m. on the weekends. It also serves lunch and dinner seven days a week, with a robust beer, wine and cocktail menu for those seeking craft-made spirits and local brews.

As LYFE Kitchen continues to grow, the team behind the restaurant concept hopes to make a positive difference in the lives of its guests by providing fresh, healthy dishes that not only taste incredible but also make each diner feel incredible.

“We are focused on what people today increasingly want—healthful food that goes beyond the simple dishes others create and provides beautiful meals with the ingredients our guests love most,” said



Chance Carlisle, CEO of LYFE Kitchen. “We believe our food fuels people to live their best lives in ways no other establishment can.”

The innovation doesn't stop here. Starting at this location and rolling out to others later this year, customers will be able to get their food faster than ever with Apple Pay, which transforms mobile payments with an easy, secure and private way to pay that's quick and convenient. In addition, the company will be rolling out a series of technical enhancements that will improve its customer online experience, including a new mobile-optimized version of its website, a best-in-class online ordering system and a mobile app-based customer loyalty program that offers generous rewards.

Feed. Your. Self.

LYFE Kitchen's culinary philosophy is built on mindful eating right from the beginning – meaning the kitchens don't operate in an assembly line fashion. There are no fryers and no microwaves. Most sauces are made in-house, and every juice – from orange to ginger – is squeezed right in the kitchen, daily. LYFE Kitchen culinarians take the time to care, sautéing vegetables, hand picking herbs and roasting Brussels sprouts in-house each and every day.

A pioneer in the fast-fine dining category, LYFE Kitchen has created an elevated dining experience that caters to the active lifestyle and those seeking a healthy alternative to fast-food chains. The brand is proud to offer patrons a menu that is rich in variety and flavor -- going beyond the simple dishes others create to offer LYFE Kitchen guests beautiful meals with the ingredients they love most. This philosophy is what drives the company's motto of “Feed. Your. Self,” communicating the belief that healthy eating is delicious, approachable and affordable.

New location. Same satisfaction.

Located in the up-and-coming [Main Street town center](#) in the heart of Cupertino, the brightly lit and casual yet cozy restaurant comes equipped with a three-head water tap dispensing ambient tap, chilled tap or chilled sparkling water to all guests. LYFE Kitchen does not carry sodas, but rather offers guests a series of infused waters called LYFE Waters, blending fresh fruits, vegetables and herbs with agave, chia seeds and other ingredients to quench your thirst while invigorating your palate.

Along with a wide selection of beer and wine from some of the region's top producers, the Cupertino restaurant will be serving something unique to its location -- a new menu of signature craft cocktails including the ever-popular Moscow Mule served with LYFE Kitchen's house-made ginger beer.

The food is prepared fresh and crafted with signature herbs, spices and house-made sauces. LYFE Kitchen's standards require that all dishes on the menu contain fewer than 600 calories and less than 1,000 mg of sodium, with most containing much less. More details on LYFE Kitchen can be found at www.lyfekitchen.com.

About LYFE Kitchen

LYFE Kitchen (www.lyfekitchen.com) launched its first restaurant in Palo Alto, Calif., in 2011. To date, the fast-fine dining restaurant chain has locations across six states, including California, Colorado, Nevada,



Illinois, Tennessee and Texas. LYFE Kitchen is committed to the idea that great-tasting food can also be healthy, affordable and convenient. With choices to please anyone, from flexitarian to vegetarian, omnivore to vegan, our skilled and celebrated chefs have developed a dynamic menu that is as delicious as it is inspiring. Using ingredients with the highest standards of quality and social responsibility, LYFE Kitchen is creating a new category of lifestyle restaurants.

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