



## **I Heart Mac & Cheese to open two Manhattan stores**

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Manhattan, NY I Heart Mac & Cheese, specializing in customizable, made-to-order macaroni and cheese bowls with a variety of health-conscious bases including quinoa, broccoli, cauliflower, and gluten-free pasta, revealed a two-store franchise development agreement with JP Quickserve Corp. to expand the brand's presence in the state. Two locations will open this year, with the first set to open this spring.

Peter Boudouvas and his wife, Antonietta, will manage and oversee operations for both locations.

"I Heart Mac & Cheese is a fun, attractive concept and an affordable franchise model that is easy to operate with support systems in place to help our partners be successful," said Stephen Giordanella, I Heart Mac & Cheese CEO and chairman. "We are thrilled to continue expanding our popular concept throughout the state of New York into Manhattan."

Boudouvas spent much of his career working on Wall St. and more than 20 years in automotive financing. He was attracted to I Heart Mac & Cheese due to the uniqueness and simplicity of the concept as well as the opportunity to showcase the proven franchise business model in the heart of Times Square.

"I'm thrilled to be opening two I Heart Mac & Cheese locations in New York, alongside my wife," said Peter Boudouvas. "We look forward to bringing a conveniently delicious dining experience to the city that never sleeps and showcasing menu items that are reminiscent of everyone's favorite childhood memories."

I Heart Mac & Cheese is well-known for custom, build-your-own macaroni and cheese bowls and grilled cheese sandwiches. Guests select a pasta, bread, quinoa, broccoli or cauliflower base along with seven different proteins, vegetables, and cheeses. Most recently, the brand unveiled a new vegan menu featuring plant-based options through an official partnership that was launched with Beyond Meat®. Gluten-free options are also available. Sesame ginger, mango habanero, buffalo, BBQ, and pesto are a few of the delicious dressings and sauces available to mix in or top off each creation. In addition to customized options, the menu includes specialty chef special items like Baked Chicken Parmesan, Baked Meatball Parmesan, The Cuban, Pepperoni Pizza, and Lobster & White Truffle Mac, among others. Guests can pair their meal with the perfect side of Tomato Soup and finish it with a selection of desserts such as Mini Chocolate Chip Cookies and Marshmallow Treats.

A unique franchise concept in the restaurant industry with no fryers, grease trap systems or hood systems, I Heart Mac & Cheese requires a low investment and can be opened in a small space, such as a mall kiosk or food court. Shopping malls, sports venues, areas close to colleges and universities, and high-traffic pedestrian areas are also ideal locations. With a home office in South Florida, I Heart Mac & Cheese offers franchise owner training, marketing support and ongoing development opportunities to ensure each location's success.

In 2019, I Heart Mac & Cheese was ranked by Entrepreneur magazine as one of the top new franchise opportunities. Several other locations have recently been announced, with upcoming openings in Alabama, Colorado, Florida, Georgia, Illinois, Indiana, New Jersey, Texas as well as additional openings throughout New York.

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