



110 Portwatch Way, Suite 102  
Wilmington, NC 28412  
910.769.2040  
www.flamingamysbowl.com  
franchises@flamingamysbowl.com

## **NEWS RELEASE**

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### **FOR IMMEDIATE RELEASE**

**Contact:** Amanda Limbaugh,  
New Franchise Coordinator

**Phone:** 910.769.2040

**Email:** amanda@flamingamysbowl.com

## **Flaming Amy's Bowl to Begin Franchise Growth Program**

*Local Favorite Modestly Anticipates World Domination*

WILMINGTON, NORTH CAROLINA - Flaming Amy's Bowl, a local favorite fast-casual dining restaurant, announced today that franchise opportunities are now available.

Restaurateurs Jay and Amy Muxworthy, co-founders of both Flaming Amy's Burrito Barn and Flaming Amy's Bowl, have long planned to duplicate the Bowl concept. After opening in 2008, "The Bowl" has weathered the economic downturn and the Muxworthys feel that the time is now right for expansion.

"We hear it all the time, 'We need a Bowl in Chapel Hill,' or, 'You'd make a killing in Jacksonville,'" says Jay, who has operated in the Wilmington market since 2000. "So Amy and I thought, 'Why not?' We're always up for a challenge. I think we're ready to try and swim with the big fish."

The plans for expansion are to start regionally. The Porter's Neck and Leland areas would be ideal for the first couple locations before branching out to places like Jacksonville, Greenville, Raleigh, Asheville, Charlotte and beyond. The focus will be primarily on North and South Carolina for the first several years. "We want to start out cautiously and make sure the all the franchises get the attention they really need, but once we get the hang of it the sky's the limit."

"It's really one of the most simple restaurant concepts, and it can work almost anywhere - strip malls, pads, airports, college campuses, etc." says Jay. "It's unique. People want something different, and that's what we've got."

When asked if there are also plans for more Burrito Barns in the future, Jay explained, "There are already so many burrito chains out there and there's competition in every market. The Bowl is a concept we don't see everywhere." So only the Bowl is going global at this point.

*Flaming Amy's Bowl is a totally unique, all you can eat, fully customizable, fresh grilled food experience. They have fused elements and flavors from around the globe and combined them with fresh ingredients and a multitude of delicious sauces to provide endless combinations and dining possibilities. They serve it all up in a fun and funky environment that guarantees an experience to remember.*

*To learn more about Flaming Amy's Bowl franchise opportunities, please visit [www.flamingamysbowl.com/franchises](http://www.flamingamysbowl.com/franchises).*

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