



Farm-to-Table Restaurant Chain B.GOOD Opens Second Jersey City Outpost

Restaurant Expands Local Presence as Growing Number of Consumers Seek “Better-for-You” Options

[B.GOOD](#), the industry pioneer in providing great tasting, responsibly sourced burgers, bowls, salads, smoothies and more, today opened the doors to its second store in Jersey City – marking its sixth location in New Jersey and fourteenth in the Tri-State Area.

The restaurant chain will now bring “Food with Roots” – sustainably-grown, fresh and wholesome food prepared fresh in-house – to the Exchange Place District. Similar to its first Jersey City outpost, B.GOOD Montgomery Street will offer consumers a diverse range of menu options, all of which taste great and they can feel good about eating. Customers can expect to see seasonal menu changes and ingredients sourced from local, independent farmers, such as [Klein’s Kill Fruit Farm](#), [Satur Farms](#) and [Minkus Family Farm](#).

“We’ve seen great success in Jersey City and are excited to expand our presence, especially as the city continues to flourish and raise its profile as a viable alternative to New York City,” said Chris Fuqua, Chief Executive Officer at B.GOOD. “The local dining scene has continued to flourish since 2017, when we opened in the Newport-area community. We’re thrilled to continue giving locals a healthier way to eat that tastes good – whether they work on ‘Wall Street West’ and are grabbing lunch with coworkers or live in the neighborhood and want a convenient, but healthy, option on-the-go.”

The new store marks B.GOOD’s 74th location, and 62nd location within the U.S. The company has plans to continue expanding its presence in the Tri-State Area. B.GOOD’s second location in Jersey City is located at 30 Montgomery Street and will be open Monday through Friday from 7 a.m. – 9 p.m., Saturday from 10:30 a.m. – 9 a.m. and Sunday from 10:30 a.m. – 8 p.m. Breakfast will be served on weekdays, offering everything from egg sandwiches and egg bowls to acai bowls and fruit smoothies.

To celebrate the new store, B.GOOD Montgomery Street will be hosting a Grand Opening celebration, featuring live music, smoothie samples and prize giveaways on Thursday, February 14. The first 50 attendees will also receive a free entrée.

For more information about B.GOOD, its menu offerings and the new B.GOOD store location and hours, visit [Bgood.com](#).

About B.GOOD

Founded in 2003, B.GOOD is an innovative, fast casual, farm-to-table restaurant chain serving “Food with Roots” – sustainably-grown, fresh and wholesome food that is prepared fresh in-house. With 74 locations across the U.S., Canada, Switzerland and Germany, B.GOOD serves a diverse and delicious menu inspired by the heritage of back to basics simplicity including greens & grain bowls, salads, all-natural burgers, sides of crisp veggies and oven-finished fries, smoothies and kids’ meals. By sourcing as much as possible from local, independent farmers and being genuinely committed to social and environmental impact, B.GOOD has a unique connection to the communities the brand calls home. Visit [bgood.com](#) for more information.

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