



## **B.GOOD Brings “Food with Roots” to Capital District with Latham Opening**

*Chain Expands Presence in Tri-State Area, Brings Differentiated Menu to Local Dining Scene*

**BOSTON – March 7, 2019** – [B.GOOD](#), the industry pioneer in providing great tasting, responsibly sourced burgers, bowls, salads, smoothies and more, today opened the doors to its first store in the Capital District – located within the revitalized [Shoppes at Latham Circle](#).

The restaurant chain will bring locals “Food with Roots” – sustainably-grown, fresh and wholesome food prepared fresh in-house.

“We’ve seen that there is growing demand within the Capital District for fast casual dining, specifically, concepts that serve ‘healthier’ options,” said Chris Fuqua, Chief Executive Officer at B.GOOD. “That said, we know that healthy eating takes on a different meaning for everyone. For some, it means a salad or grain bowl, but for others, it means a burger or chicken sandwich made with all-natural, antibiotic-free patties, which is why we’re excited to bring our diverse menu to the area. Not only do we offer great tasting food that people can feel good about eating, but our concept is something different than what currently exists in the market.”

Customers can expect to see seasonal menu changes, like the [Winter Seasonal Menu](#), which was introduced earlier this year and features six new menu items inspired by the season. Highlights include a Citrus & Avocado Salad and Maple Bacon Burger. Additionally, consumers will find ingredients sourced from local, independent farmers, such as [Giorgio Fresh Mushrooms](#), [SoyBoy](#) and [High Lawn Farm](#).

The new store marks B.GOOD’s 75<sup>th</sup> location, and 63<sup>rd</sup> within the U.S. The company has plans to continue expanding its presence in the Capital District, with additional stores underway in Greater Albany. B.GOOD Latham, which is located at 800 New Loudon Road, Suite 800, will be open Monday through Friday from 10:30 a.m. – 9 p.m. and Sunday from 10:30 a.m. – 8 p.m.

To celebrate the new store, B.GOOD Latham will be hosting a Grand Opening celebration, featuring live music, smoothie samples and prize giveaways on Thursday, March 7. The first 50 attendees will receive a free entrée for their next visit.

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 75 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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