



For Immediate Release
July 31, 2008

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Sonoma Chicken Coop Closes Deal to Expand to East Coast Already Successful Franchisees to Open Three Restaurants in New Jersey

San Jose, CA, July 31, 2008— Sonoma Chicken Coop (SCC), the Northern California based high-volume fast casual chain, recently closed a multi-unit franchise deal in Northern New Jersey. The highly successful franchisees, Gary Vega and Bill Cook, who currently own four Fuddruckers and one Red Robin, plan to open the first of three new restaurants by early 2009.

“Sonoma Chicken Coop is unique in that it offers customers high end food at affordable prices,” says Gary Vega. “We believe it will do extremely well – great tasting food at inexpensive prices will draw a high volume of customers to Sonoma.”

Sonoma Chicken Coop was founded in 2002 by Jeff Starbeck, Bob and Bonnie Ray and MacKenzie Davis in downtown San Jose, California. Its unusual name originated from the world-famous California wine region as well as their signature rotisserie chicken menu items. Since its first store opened over five years ago, Sonoma Chicken Coop restaurants have enjoyed high average unit volumes of over \$4.5 million per store.

Sonoma Chicken Coop serves a broadly appealing menu of pizza, pasta, entrée salads, sandwiches on house-made bread, steaks, ribs, fish, rotisserie chicken as well as chef quality appetizers and desserts. All restaurants offer a full bar and have enticing deals such as their 50/50 lunch/dinner split.

Sonoma Chicken Coop has garnered multi-year rankings in the Best of Silicon Valley for Best American Restaurant, Best ‘Dazzle for Dimes’ and Best Fondue.

For more information about franchising with Sonoma Chicken Coop please contact Alexandra Doyle at alexandrad@fransmart.com or 703-837-5168.

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