

## Off The Wire

# Grill is fresh take on fast food to Roseville, Calif., with more locations to follow

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By: Jennifer K.

**ROSEVILLE, Calif. ( Sep. 13 )** A new chain of restaurants opened its first California location in Roseville on Monday, and with nine more planned for the Sacramento area, franchise owners -- two Placer County sisters and their husbands -- hope UFood Grill will be a fresh take on fast food.

UFood Grill, started by Boston Market founder George Naddaff, specializes in fast, healthy meals. Nothing on the menu is fried -- only steamed, baked or grilled.

So far, three UFood Grills have opened nationwide -- one in Florida, one in Massachusetts and the new one in Roseville. Seven more are scheduled to open by the end of the year.

Roseville residents Shane and Wendi Vogel purchased the franchise for the Sacramento region, along with Meadow Vista couple John and Tami Peed.

"My sister has always wanted to do a healthy concept fast-food restaurant, and I've always wanted to have a restaurant," Wendi Vogel said. "... I like making people happy through food. That's always been my passion.

"After trying the food, we thought UFood Grill was fantastic and that it would do really well out here because Californians are very health-conscious. UFood Grill is nutritious, delicious and quick."

Corporate Executive Chef Efreem Cutler said the core belief behind UFood Grill is that you don't have to sacrifice flavor to eat better food.

"We've concentrated on bringing in fresh, high-quality lean meats, and we use a lot of organic, all-natural ingredients," Cutler said. "Our food is bold. I'm from Louisiana, and we don't serve bland, boring food."

Take the signature Bistro Salad, a mix of organic field greens, toasted walnuts, crumbled feta cheese and a blueberry and pomegranate vinaigrette.

"There's a delicious hint of spice from the salt and pepper, plus the bitter walnuts and creamy cheese," Cutler said. "It's a whole orchestra of flavor."

Even UFood's hamburger and fries are healthy.

Their burgers are made with extra-lean, hormone- and antibiotic-free beef or bison, while the "unfries" are baked in a 6,000-watt convection oven.

"It tastes like it came out of a deep-fry -- they're that tasty and light," Cutler said. "This country is in a crisis with child obesity and diabetes. We're the next generation in fast food because you can get in and get out and still have a meal that's good for you."

The Vogels and Peeds plan to open 10 UFood restaurants throughout the region and will likely begin looking for their second location within the next couple of months.

"We were thinking of El Dorado Hills or downtown Sacramento, then possibly Davis," Vogel said, adding that the business partners hope to open some restaurants with a drive-through window.

UFood Grill is at 721 Pleasant Grove Blvd., Suite 150, in the Nugget Shopping Center in Roseville.