

# FLOWER CHILD

HEALTHY FOOD FOR A HAPPY WORLD

## **Fox Restaurant Concepts Brings its First Good-for-You Restaurant to Salt Lake City**

*Flower Child is Spreading Goodness to Utah by Second Half of 2024*

Sam Fox, eleven-time James Beard-nominated restaurateur and founder of [Fox Restaurant Concepts](#), is opening the doors of the much-anticipated [Flower Child](#) in Salt Lake City by the second half of 2024. More than your typical restaurant, Flower Child is a place where you can come and fill your soul (and belly) with goodness. The healthy, vibrant, good-for-you beloved concept will be located at Foothill Village, one of Salt Lake City's most recognized neighborhood for over 65 years. The center is undergoing a multi-million-dollar renovation which will include Flower Child's new space. The team looks forward to spreading its soul-satisfying mission with positively good vibes to its first location in Utah.

"We are thrilled at this opportunity to bring Flower Child to Utah," says Sam Fox, founder of Fox Restaurant Concepts. "We knew Salt Lake City would be the perfect location to plant more roots. From our diverse menu with something for everyone, and our commitment to hospitality, we hope the community loves this spot as much as we do."

Flower Child's menu caters to all lifestyles – vegetarian, vegan, gluten-free, on-the-goers, and anything goes. The customizable menu will feature fan-favorite dishes coupled with feel-good indulgences like the Mother Earth Bowl with ancient grains, sweet potato, portobello mushroom, avocado, cucumber, broccoli pesto, charred onion, leafy greens, red pepper miso vinaigrette, and hemp seed; the infamous oh-so-creamy, gluten-free Mac & Cheese with aged white cheddar and parmesan; the Chicken Enchiladas with guajillo chile, smoked gouda, poblano cream, organic black bean, roasted corn, and avocado; the Flying Avocado Wrap with smoked turkey, gouda, romaine, tomato, and avocado hummus; and the Brussels Sprouts & Organic Kale salad with red grape, organic apple, pink grapefruit, white cheddar, smoked almond, and apple cider vinaigrette.

Stop in to enjoy the good vibes and happy atmosphere the energetic team serves up daily, treat yourself to a meal on the beautiful patio, soak in the light, airy energy that flows throughout the space, or order online or through the app for fast and easy takeout.

"Flower Child is committed to fully integrating into the communities surrounding their restaurants," Clare Walsh, Senior Director of Leasing Strategy at Asana Partners, said. "Part of our vision for Foothill Village has been to attract neighborhood-serving businesses like this that will draw residents to the property over and over. We're excited to partner with them to bring a fresh, creative dining option to the neighborhood."

### **About Flower Child**

Flower Child is a fast-casual restaurant designed to inspire and support healthy lifestyles. As a part of Sam Fox's Fox Restaurant Concepts, the multi-location restaurant provides made-from-scratch meals accessible to a variety of dietary needs. Flower Child's menu offers customizable bowls, wraps, salads, and different mix-and-match veggies, grains, fruits, and healthy proteins, offering clean eating with convenience. Known for its cheerful staff and uplifting dining environment, Flower Child has locations in Arizona, California, Colorado, Georgia, Maryland, Nevada, Oklahoma, North Carolina, Texas, Virginia, and Washington D.C. For more information, please visit [www.iamflowerchild.com](http://www.iamflowerchild.com) or follow @eatflowerchild.

### **About Fox Restaurant Concepts (FRC)**

Fox Restaurant Concepts' story begins with Sam Fox, a man who is passionate about hospitality and endlessly inspired by food and design. He opened his first concept, Wildflower American Cuisine, in Tucson in 1998, and today has introduced dozens of ever-evolving Fox Restaurant Concepts brands, including The Henry, North Italia, Blanco Cocina + Cantina, Culinary Dropout, and Flower Child. Now, 25 years later, the group has 12 unique concepts with over 60+ locations across the U.S. The Fox Restaurants team is a community of creative thinkers who help bring Sam's concepts to life. Starting in its Home Office in Phoenix (also known as the "Big Kitchen"), the team immerses itself in every detail. It develops each idea into fully-fledged, brick-and-mortar restaurant experiences nationwide. With a love for bringing passionate people and big ideas together, creating amazing experiences, and sharing stories over incredible food, Fox Restaurant Concepts sees every brand as a way to connect with and serve those who matter most—their people and guests. For more information, visit [www.foxrc.com](http://www.foxrc.com).

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