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## Baja Fresh, Canyons Burger merge to make new Fresh Mex burger concept

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Fresh Enterprises has merged two of its premier brands and announced the opening of its first dual restaurant concept in the town of Bozeman, Mont. Baja Fresh, the nationally recognized fresh Mexican chain, and Canyons Burger Company, a fast casual gourmet burger chain acquired by Fresh Enterprises in August of 2009, have opened an entirely new restaurant model, "Baja Fresh Canyons Burger."

Baja Fresh Canyons opened on July 15 in a 3424-square-foot retail unit and is located at 1459 N. 19th Ave, Bozeman. With entrees ranging from fresh and made-to-order burritos, tacos and fajitas, to 100 percent Black Angus burgers and fresh cut fries, the new restaurant offers the best of both Baja Fresh and Canyons Burger on one menu. Furnished with hard woods, colorful counter tops, comfortable booths, and a full bar, Baja Fresh Canyons Burger offers guests an upscale dining experience with fast-casual prices and speed.

The new Baja Fresh Canyons Burger is owned and operated by husband and wife team, Tim and Heidi Redelsperger, who also own and operate additional business concepts in the Arizona market. The Redelspergers are thrilled to be the first franchisees of the Baja Fresh Canyons Burger brand and have acquired the rights to the restaurant throughout Montana. "We think there is a significant niche for Baja Fresh Canyons in Montana. 'Eat Well. Play Hard. Live Fresh.' is the mantra of the restaurant, and we believe this fits well with the lifestyle here," Tim Redelsperger said.



Baja Fresh Canyons Burger is the newest concept to emerge from Fresh Enterprises, which also owns La Salsa Mexican Grill. Fresh Enterprises awarded Tesser, the San Francisco-based brand strategy and retail design firm, the task of cultivating the design and strategy behind the all-new cohesive concept. Baja Fresh Canyons Burger is a pioneering model in the fast-casual segment and has created a new logo, messaging and enhanced environmental design that combines two brands into one. Tesser looked for "the common DNA" in both brands and worked strategically to maintain the integrity of both concepts while staying true to what makes each brand unique and appealing to its customers. Noting that both Baja Fresh and Canyons Burgers are experts in what they do and provide the freshest ingredients with customized choices, Tesser added design elements to explain the integration of the brands to new and existing customers.

"We have extensive experience in the fast-casual arena and our team was able to tap into its knowledge of both smart design and brand integration with this project," said Tré Musco, Tesser's president and chief creative officer.