



FOR IMMEDIATE RELEASE

Milestone Gives Fast n Fresh A Whole New Look

SARASOTA, Florida (October 18, 2011) – One of Sarasota's favorite restaurants will soon have a brand new look.

Sarasota-based Milestone Marketing Associates, Inc. recently embarked on a complete rebranding project for popular local eatery Fast n Fresh.

“Even in a city like Sarasota that is known for its restaurants, Fast n Fresh stands out,” says Milestone president and founder Matthew Anderson. “Their commitment to serving high-quality food is obvious, and we are pleased to have them as clients.”

This is the latest restaurant venture for Fast n Fresh owners Mike and Lesley Harb who were the former owners of the successful Bamboo Bistro. The restaurant specializes in soups, sandwiches and salads, and a popular eatery for vegetarians, the health conscious, and those with dietary restrictions.

The rebranding effort is ongoing and includes complete redesigns for Fast n Fresh’s logo, website, and menus, as well as print advertising in local publications.

“Initially we contacted Milestone with a more limited project in mind – just redoing the menus and our website,” says Lesley Harb, one of Fast n Fresh's co-owners. “But once we saw what Milestone had in mind, it opened our eyes to the possibilities of an updated brand identity. It's a much more modern, elegant look, and we can't wait to show it to the world.”

About Fast n Fresh

Located at 8105 Cooper Creek Boulevard (in the Cooper Creek complex at University Parkway and I-75), Fast n Fresh is committed to serving only the finest foods, made with the freshest ingredients. Fast n Fresh is open from 10 am to 9 pm Monday through Saturday, and 11 am to 9 pm on Sundays.

For more information about Fast n Fresh, visit their website: www.EatFastnFresh.com.

About Milestone Marketing Associates, Inc.

Milestone Marketing Associates, Inc. is a virtual advertising agency based in Sarasota, Florida. Milestone provides a full range of traditional advertising, marketing and public relations services, digital solutions including website design, online marketing and video production, as well as trade show consulting and corporate event management. For more information about Milestone Marketing Associates, call (941) 306-3602, email info@milestone-marketing.com, or visit www.milestone-marketing.com.

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