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FOR IMMEDIATE RELEASE

Cheba Hut Opens Flagship in Fort Collins

This Harmony Shop has a subtle nod to its 23 year history and will dub as a national training hub.

Fort Collins, CO – On June 21st, the Harmony Corridor will finally get its neighborhood hangout for curing cottonmouth and the munchies. The Harmony Shop will feature three food lines, a beautiful bar and comfortable patio. Founder, Scott Jennings says, “FoCo is ready for this Shop. We’ve been hearing the asks for a location further South, for many years now. We’re excited to finally deliver!”

Those fans familiar with the Hut will notice a key difference with this Shop: the brand’s first ever pickup window allowing customers to hang outside while waiting for grub. Jennings adds, “This is not a f*cking drive-through. However, time is the master, and we recognize the need for getting people their food as quickly as possible. This new pickup window helps us do that without losing those Cheba vibes.”

One of the most compelling internal elements of this new Shop is the endless amount of training opportunities it will have. To elaborate, Cody Edgin, VP of Operations, points out, “we care about the experience of every customer, however we know that it starts and stops with our crew experience. This project has been two years in the making and we are excited to conduct all of our training, research and development, and validation inside of the Harmony shop. Everyone on the team is excited to have access to their own location. The shop will serve as our Grow Op for the entire Cheba nation.”

To celebrate the opening, the first 50 customers in line will receive a limited edition print inspired by the mural, created by Josh Finley. Finley has also hand-painted roughly 15 of the Hut’s 40 murals nationwide, making him somewhat of an artist-in-residence for the brand. On top of the print giveaway, 5 of those first 50 people in line will also get free Cheba for a year.

Jennings remarks, “FoCo is our home. We don’t take that lightly. The people here have helped us build our business, and we are grateful for that. It’s great to now have a flagship Shop. Stay tuned for some old-school parties, free food, and shenanigans.”

For more information about Cheba Hut Harmony visit the restaurant’s official website & social media

<https://chebahut.com/locations/fort-collins-harmony/>

https://www.instagram.com/chebahut_focoharmony/

<https://www.facebook.com/chebahutfocoharmony/>

ABOUT CHEBA HUT:

Cheba Hut has been escaping the established and getting “toasted” since 1998. Breaking the mold of mundane fast-casual concepts by becoming the first marijuana-themed sandwich “joint”, Cheba Hut is dedicated to providing customers with delicious and memorable sandwich and munchie options in a chill, eclectic environment where made-to-order food is served by genuine people. Cheba Hut’s fun and authentic dining experience includes a full-service bar, epic food and legendary service!