

## BUSINESS IS BOOMING FOR FRUTTA BOWLS

By Eryn Cooper

TUSCALOOSA, AL (BAMA)— The smoothies and bowls of Frutta Bowls has taken Tuscaloosa by storm.

And for General Manager Richard Arrington, bringing the business here was a no-brainer.

“We love Tuscaloosa. We consider it home. We figure with the University of Alabama, and there are so many out of state people. So many people from different parts of the country, even different parts of the world at the University of Alabama, we just thought the town was ready for something new,” Arrington explained.

But the superfoods like those Frutta Bowls makes were somewhat of an unknown in the area. So, the Frutta team would take on the challenge of introducing this new kind of product.

Arrington said this process “It wasn’t just displaying a product and everyone is familiar with it already. We had to go through and teach the residents of Tuscaloosa why they’re eating this and why it’s good for them.”

Sure enough, Frutta Bowls has been nothing but a success, and Arrington says it’s because this wave of college kids are focusing on their health.

“There’s been a massive shift with are generation moving more towards health,” he added.

And Arrington’s favorite part of coming to Frutta each day? The people.

“We have such a wonderful customer base. And our team behind the bar they do such a good job for us, and just interacting with them on a daily business—absolutely favorite thing to do,” he explained.

This booming business of brightly colored bowls is something Arrington is proud of. But for him, there’s a bigger picture. He says Frutta is so much more than just the products they give their customers.

“It’s about outreach, and it’s about inclusiveness no matter where you come from. And I think our business reflects that. I think you can feel that when you come in our stores. We want Frutta to be a mood-changer for people. So if you’ve had a bad day, we want you to come in and feel that warmth and feel like it’s your own.”

The restaurant participates in percentage nights regularly—giving a portion of the profits to a specific organization.

“We’re open to any ideas, so if someone approaches us and wants to do a percentage night we’re more than willing to consider it and look at it. If you’re trying to make the community a better place, then you fit in here,” according to the General Manager.

For more information on menu items and fundraising opportunities, visit [fruttabowls.com](http://fruttabowls.com)