

**Fresh n' Lean Opens New On The Go Store in the Heart of Santa Monica:
Grand Opening Party February 7th, 6-8pm**

Santa Monica, CA, February 6, 2019 - [Fresh n' Lean](http://www.freshnlean.com), the leading organic meal delivery company based in Santa Monica, will be hosting a grand opening party for their first retail concept - *On The Go* store in Santa Monica, CA. Opening at 705 Montana Ave. in Santa Monica on February 7, 2019, the Fresh n' Lean's On The Go store will be the first of its kind for the brand while there are plans on future stores across the nation.

The store will offer a variety of ready-to-eat healthy meals from the brand's popular weekly specialty menus, such as low carb menus, Paleo, plant-based and more that can be seen on the website www.freshnlean.com. Whether you forgot your lunch and want to grab a healthy meal on the go or you need to stock up on dinners, Fresh n' Lean's On The Go has you covered.



A sneak peek into the On the Go brand new store by Fresh n' Lean in Santa Monica

“Santa Monica is the perfect first location for our Fresh n' Lean On The Go stores. Our organic, health conscious store fits in very well with the values and lifestyle of the Santa Monica/Brentwood area. We really love the location because it's a family neighborhood and there are a lot of working professionals that are in need of a quick solution for eating healthy on the go,” says Lauren Asseo. The grand opening will be held at 705 Montana Ave. Santa Monica, CA 90403 on February 7, 2019 6-8pm.

Guests will receive a gift bag with a free meal of their choice, snack samples, and a t-shirt or hat. They will also have a chance to try samples of the meals provided as well as put their name in to win two free weeks of a Fresh n' Lean meal plan.

About Fresh n' Lean:

Founder Lauren Asseo first began preparing healthy meals for friends and family out of her own home after her father Frank Asseo was facing serious health concerns resulting from years of unhealthy eating. As demand rapidly grew, Fresh n' Lean expanded into a national meal distributor working towards promoting nutrition education and providing easy access to wholesome foods. Lauren's brother Thomas Asseo joined in 2011 as co-CEO. With a commercial kitchen and warehouse, the Asseo's lead a talented culinary team as well as

shipping operations toward a healthy eating revolution. Fresh n' Lean specializes in dishes without preservatives, additives, dairy, gluten, GMOs, hormones, added sugar or soy. Delivered fresh nationally, Fresh n' Lean offers expertly prepared and individually packaged dishes to be heated and enjoyed at your convenience. Their offerings accommodate conscientious eaters and high performance athletes alike. Fresh n' Lean provides customizable weekly plans as well as a la carte items where consumers can order online.