

## **Williams Fresh Cafe Kicks Off 2012 with 'Healthy Resolutions'**

### **Provides new low-cal meal bundles and chance to win a trip to Turks and Caicos**

BRANTFORD, ON, Jan. 16, 2012 /CNW/ - It's no surprise Canadians deem January a time to buckle-down at the gym, vow to trim waistlines, and opt for healthier meal choices as part of their New Year's resolutions. To help keep people on track, Williams has rolled-out a new low-cal menu as part of its Healthy Resolutions program and encourages Canadians to maintain a healthier lifestyle by offering a trip to [Turks and Caicos](#).

Starting today, Williams is offering two new food bundles called '*Perfect Portions*' that contain less than 600 calories, cost under ten dollars and are paired with a free pedometer to help guests track personal fitness successes. *Perfect Portions* choices include:

- Chicken Compac wrap, soup, apple, choice of green tea or water, and a pedometer.
- Tuna Compac wrap, soup, apple, choice of green tea or water, and a pedometer.

"We decided to introduce the *Perfect Portions* offerings based on consumer feedback and are excited to see guests' responses to the menu options. In addition to more fresh food choices, guests can take advantage of the opportunity to enter for a chance to win a trip for two to [Turks and Caicos](#) by 'liking' us on [Facebook](#)," said Lauren McColeman, Field Marketing Manager. "We believe rewarding guests for bettering themselves in 2012 is a great motivator to help maintain those healthy resolutions," she added.

"Our Healthy Resolutions program offers balanced meals at a great value. This is the first step we're taking to provide guests with fresh, healthier alternatives and is the direction Williams is heading," said Corey Dalton, CEO Williams Fresh Cafe. "We're proud to be evolving, with some future changes to include reducing sodium, offering gluten-free items, and purchasing local and seasonal ingredients," added Dalton.

### **About Williams Fresh Cafe**

Williams Fresh Cafe is a privately owned restaurant chain that's headquartered and operates out of Ontario, Canada. Operating in the fast casual segment of the restaurant industry, Williams appeals to a range of consumer tastes, with a menu that includes premium coffee, specialty espresso-based coffees, specialty teas, home-style soups, fresh sandwiches and wraps, signature salads, hot breakfast items, and baked goods made fresh, in-store daily. As of January 16, 2012 Williams Fresh Cafe had 40 system wide cafes, of which 11 are located on-campus. More information about the company is available at [www.williamsfreshcafe.com](http://www.williamsfreshcafe.com). Join the [Facebook Fan Page](#) or follow us on [Twitter](#).

*ATTN: High resolution photos/creative available upon request*

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