

fresh&co To Roll-Out City's First Pop-Up Farm Stand

fresh&co, the city's fastest-growing farm-to-table fast-casual concept, is taking farm-fresh food to the street by way of a vintage wood-paneled 1946 pick-up truck. Starting in August, the truck will be parked in front of different fresh&co locations each week, and all proceeds will benefit Friends of Karen, an organization committed to helping both children with life-threatening illnesses.

New York, NY ([PRWEB](#)) August 10, 2016 -- fresh&co, the city's fastest-growing farm-to-table fast-casual concept, is taking farm-fresh food to the street by way of a vintage wood-paneled 1946 pick-up truck. Starting in August, the truck will be parked in front of different fresh&co locations each week, bringing city dwellers produce harvested from local farms in New York and New Jersey. All proceeds will benefit Friends of Karen; an organization committed to helping both children with life-threatening illnesses - and their families. The truck's bounty of fresh produce comes from fresh&co's local farm partners.

“We work with some of the best family and local farmers that New York and New Jersey have to offer,” said CEO George Tenedios. “Their produce, which we serve in our stores every day, is the best there is and we wanted to bring the farm to the city in a different way while shining a light on an incredible organization. That's where our Pop-Up Farm Stand comes in.”

Customers and people passing by can purchase a special \$5 reusable bag inside a fresh&co location and visit the truck to fill it with a variety of fresh, local produce. All proceeds from that \$5 purchase will be donated to Friends of Karen.

The pop-up farm stand will be trackable by following [@freshandconyc](#) on Instagram and via weekly emails from fresh&co. Sign up for the fresh&co newsletter by visiting [freshandco.com](#)

About fresh&co

With 15 locations throughout Manhattan, fresh&co prides itself on offering an array of vegetarian, vegan and gluten-free menu options that are packed with flavor. From signature chopped salads and homemade soups, to sandwiches, market fresh plates and cold-pressed juices, fresh&co is the go-to spot for hungry New Yorkers who want a great meal—fast. fresh&co sources the majority of its ingredients from local farms in the Hudson Valley and Long Island, creating a unique from-farm-to-desk connection. To learn more visit [www.freshandco.com](#)

Friends of Karen is a non-profit organization whose mission is to help families in the NY Tri-State area who have a child diagnosed with cancer or another life-threatening illness. Friends of Karen's experienced social workers work with every family member throughout the child's illness which can last many months or even years. Each family receives an individualized program of emotional, financial and day-to-day assistance to help them remain stable, functioning and able to cope. With a comprehensive sibling support program, child life specialists and creative arts therapists work with the other children in the family to help them manage their fears and concerns. No family should have to go through their child's illness alone. Friends of Karen is a lifeline of support. [www.friendsofkaren.org](#)



Contact Information

tiffany chong

fresh & co

<http://www.freshandco.com>

+1 212 239 9703

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