



## **For Immediate Release**

### **Mooyah to Open in Storrs Center**

*Owners of Moe's Southwest Grill Sign Lease to Open Second Restaurant*

May 16, 2012 – Matt Rusconi and partner David Vorchheimer aren't content with opening just one restaurant in Storrs Center. They recently signed a lease to open a second restaurant, Mooyah Burgers and Fries, to join their Moe's Southwest Grill when Storrs Center opens later this year. "We'll have ten restaurants open in Connecticut by the end of 2012," said Mr. Rusconi about signing both restaurant leases. "Our Mooyah and Moe's restaurants are fashionable and fun stars in the fast, casual food industry. They thrive in college towns and offer quality food, a fun environment, and good value."

Mr. Rusconi related that he and his partner have had their eyes on Storrs for some time. When Storrs Center became an option, they felt it was the perfect venue for their growing restaurant business. The location fit their business model with the University of Connecticut right across the street on Storrs Road. Storrs Center is a new mixed-use, pedestrian-oriented downtown under construction in Mansfield, Connecticut. The downtown will feature shops, restaurants, services, and apartment homes that are interspersed with a town square and public areas.

Mooyah is a growing franchise with restaurants opening across the nation. The company's motto reads, "Just Burgers. Just Fries. Just Better." Mooyah is determined to deliver the best burger and fry experience ever and have fun doing it. The restaurant offers beef, turkey, and veggie burgers, along with French fries and sweet potato fries. Fresh breads are baked on site and burgers can even come wrapped in a lettuce leaf for the health conscious diner. "The menu is simple and fulfills a desire for the great American staple – hamburgers and fries," said Mr. Rusconi. "We've found that the restaurants in our other locations have developed a following. Storrs Center represents a college oriented downtown. We see this as a great fit for our Mooyah and Moe's Southwest Grill restaurants."

"We welcome Mooyah as the latest restaurant to commit to Storrs Center," said Howard Kaufman, Managing Member of LeylandAlliance LLC, the parent company of developer Storrs Center Alliance. "And, we appreciate the commitment that Matt Rusconi and David Vorchheimer are making to the neighborhood by opening two restaurants. All indications are that they will be most successful in Storrs Center."

For more information about leasing opportunities, please contact Dan Zelson of Charter Realty and Development at (203) 227-2922 or e-mail him at [dan@chartweb.com](mailto:dan@chartweb.com).

For more information about Storrs Center, visit [www.storrscenter.com](http://www.storrscenter.com).

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*Storrs Center is a mixed-use town center and main street corridor at the crossroads of the Town of Mansfield, Connecticut and the University of Connecticut. Located along Storrs Road adjacent to the University, the Town Hall, the regional high school, and the community center, Storrs Center will include a new town square across from the University's fine arts center and will combine retail, restaurant, and office uses with a variety of residence types. The town center plan will knit thoughtful architecture, pedestrian-oriented streets, and public spaces into a series of small neighborhoods that will make up the new fabric of the town center. Ground floor retail and commercial uses opening onto landscaped sidewalks will reinforce traditional street front activity and will be supported by residences above and shared community spaces.*

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