

Amsterdam Falafelshop targeting Triad

GREENSBORO - Amsterdam Falafelshop announced it is targeting the Triad as part of a franchise growth plan in North Carolina.

Amsterdam Falafelshop plans to enter key markets throughout Guilford County and is currently accepting franchisee inquiries. The region has been targeted for expansion because of its strong mix of attractive residential and business communities, where the Amsterdam Falafelshop experience will be appreciated as a mealtime hangout spot for lunch, dinner or late night dining.



“We are determined to maintain Amsterdam Falafelshop’s one-of-a-kind atmosphere and signature falafel sandwiches, bowls and mouthwatering toppings as the brand expands into new markets in North Carolina and across the country. The focus for franchise growth is on small to medium-sized markets — building the franchise business one neighborhood at a time,” said Richard Sharoff, Franchise Director at Amsterdam Falafelshop. “When we meet potential franchisees, we specifically look for proven operators with a high business IQ and a strong commitment to making new Amsterdam Falafelshops an extension of their community.”

Amsterdam Falafelshop was recently named to the Fast Casual Top 100 “Movers & Shakers” list.

“Amsterdam Falafelshop is more than a restaurant. It’s an experience,” said Arianne Bennett, CEO of Amsterdam Falafelshop, who founded the concept with her husband Scott. “From the moment guests walk through our door, we transport them to Amsterdam with our vibrant colors, unique table tops and decor, as well as our authentic Dutch street food. We are eager and excited to share this experience with North Carolina residents, by opening new locations in Greensboro, Burlington and High Point.”

Amsterdam Falafelshop serves fresh-made falafel sandwiches, with nearly two dozen toppings, and Dutch-style fries [“frietten”].

There are seven Amsterdam Falafelshop franchise locations currently operating with one in Annapolis, Maryland, three in Washington D.C., two in Boston and one in Clarendon, Virginia. Additional shops planned for Washington D.C., Boston, Miami, Philadelphia and Dallas/Fort-Worth.

To learn more about Amsterdam Falafelshop, visit <http://www.falafelshop.com/>.