



Dining

## CELEBRITY FABIO VIVIANI IS BRINGING A DESSERT REVOLUTION TO SCOTTSDALE

written by **Staff**

**JARS by Fabio Viviani**, a new fast-casual gourmet dessert concept from “Top Chef” alum Fabio Viviani, will soon have five locations in the Phoenix-Scottsdale market.

JARS, a family-friendly dessert experience, combines nostalgically classic flavor combinations with creative presentations. The menu features decadent treats, pies, and desserts from all over. Signature sweets like Red Velvet Cheesecake, Salted Caramel Pecan Pie, Tiramisu, and Double Dark Chocolate Cake have already become fan favorites at JARS’ flagship location in Chicago, which opened earlier this year.

A colorful, Instagram-ready concept, JARS has something to satisfy every type of sweet tooth.

“JARS is a perfect blend of my passion for serving amazing, crave-able bites with picture-perfect presentation and creating a memorable experience for everyone who walks in the door,” says Viviani.



Viviani has a total goal of opening 500 locations across the globe. To help make this dream a reality, JARS by Fabio Viviani is partnered with Fransmart, the global leader in franchise development. The popular dessert brand had sold 30 units for franchise development before the grand opening of its first location in Chicago's West Loop in March. It is now closing in on 100 units in development from within the United States and internationally.

To bring the JARS dessert revolution to the Phoenix-Scottsdale area, Viviani partnered with new franchisees Dennis and Angie Michel, who are both driven by their commitment to elevate the dessert scene and create a differentiated experience in the Phoenix-Scottsdale market. They are currently in the process of finding their ideal locations for the destination.

Angie is a Phoenix native, and Dennis has lived in the Phoenix area for the past 28 years. After successful careers at a Fortune 300 company, both will bring their expertise in people leadership, operations, business development, and marketing to this new venture.

“After recently retiring from the corporate world, my family and I decided that the next chapter would be a joint venture all together,” says Dennis. “This

partnership with Fabio represents a unique opportunity to bring an amazing and distinctive dessert experience to the Valley.”

“We are dessert enthusiasts, and knowing Fabio’s history of successful ventures in the hospitality, restaurant, and media world, JARS was a fantastic opportunity to share his vision for a reimagined way that people experience dessert in the Phoenix-Scottsdale metro area,” Angie adds.