



## Fabio Viviani Debuting Fast Casual Dessert Concept JARS in Fall 2022



Top Chef fan-favorite **Fabio Viviani** is opening a brand new fast-casual dessert franchise called **JARS** in **Chicago**.

The restaurateur/celebrity chef with over 30 restaurants is partnering with **Fransmart**, a global leader in franchise development, to launch this new high-volume dessert concept in **Fall 2022**. Unlike other dessert franchise concepts, JARS uses the latest technology and labor-saving cooking techniques to produce high-quality treats and drinks such as gourmet soft-serve ice cream, shakes, and coffee. Viviani already plans to grow JARS with another five to eight locations scheduled to open in the next 12 months, according to a press release.

“As a chef and restaurateur, I wanted to create a concept with delicious desserts that appeal to each individual’s taste while simultaneously addressing the needs of franchisees and restaurant operators,” Viviani said. “The culmination is JARS, a perfect blend of my passion for serving amazing dishes with picture-perfect presentation and my commitment to building an efficient, low-labor business model. From the customer experience to the bottom line, we’ve meticulously packaged everything down to the finest detail.”

The highly-anticipated dessert concept just signed its first multi-unit franchise deal to add 10 locations throughout Dallas-Fort Worth and Austin with husband-and-wife franchisees Jason and Tejal Wible. When these new locations open, guests can expect delicious treats in jars, with flavors ranging from tiramisu, cookies, and s’mores to pies, cakes, and cobblers. JARS will rotate more than 100 different desserts throughout the year.