

## JARS by Celebrity Chef Fabio Viviani to Open 5 Valley Locations

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Celebrity chef Fabio Viviani is expanding his revolutionary dessert concept, [JARS](#), to the Phoenix-Scottsdale area. This fast-casual gourmet dessert restaurant, known for its unique single-serve presentations of classic desserts with a twist, is set to open five locations in Arizona.

JARS's creative menu reimagines classic desserts by using an array of flavors layered in jars. From red velvet cheesecake to tiramisu, the restaurant aims to breathe new life into nostalgic flavor combinations.

"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 *Top Chef* alum Viviani.

Building on the success of its flagship store in Chicago, JARS aims to start a movement that changes the way people eat dessert.



Driving the Arizona expansion are franchisees Dennis and Angie Michel, who are committed to elevating the dessert scene by offering a distinctive experience to the Phoenix-Scottsdale market.

Angie Michel, a Phoenix native, explains, “We are dessert enthusiasts, and when we learned about Fabio’s successful ventures in the hospitality, restaurant, and media world, we saw JARS as a fantastic opportunity to bring his vision of a reimagined dessert experience to the Phoenix-Scottsdale metro area.”



The Michels come to JARS following highly successful careers at a Fortune 300 company. The couple bring expertise from their previous careers to the Phoenix market through people leadership, operations, business development and marketing..

Viviani expressed his confidence in his selection, stating, “The Michel’s are entrepreneurs at heart and will bring their knowledge of the area coupled with their business acumen to expand the concept in the Phoenix-Scottsdale area. Phoenix and Scottsdale are both definitely destinations of fine restaurants. Now they’ll also have amazing desserts.”

The expansion into Phoenix marks a significant milestone for Viviani, who envisions a total of 500 locations worldwide. To realize this goal, JARS by Fabio Viviani has partnered with Fransmart, a global leader in franchise

development. The brand is now nearing 100 units in development within the United States and internationally.

Dennis Michel shares his family’s excitement about this new venture, saying, “After recently retiring from the corporate world, my family and I decided that the next chapter would be a joint venture all together. This partnership with Fabio represents a unique opportunity to bring an amazing and distinctive dessert experience to the Valley.”

JARS is eagerly preparing to open their stores in Phoenix. For more information visit [www.jarsbyfabioviviani.com](http://www.jarsbyfabioviviani.com).