

PRESS RELEASE

Moe's Southwest Grill in Ashwaubenon Changes Ownership

Green Bay, Wisconsin, August 3, 2011 -- Gary Van Sistine, an agent with Creative Business Services of Green Bay, announced the sale of the Moe's Southwest Grill franchise located at 2101 S. Oneida St. in Ashwaubenon, on Tuesday, August 2, 2011. The previous owner, Bret Van Asten of De Pere, operated the business for seven-and-a-half years. The new owners, C.J. and Becky Bast of Appleton, will be active in the day-to-day operations. C.J. Bast attended three weeks of Moe's corporate training in Atlanta prior to the sale.

Both the seller and the buyers are graduates of St. Norbert College, according to Van Sistine. Moe's was Van Asten's first business venture, and he plans to remain in the Green Bay area to move into his next business opportunity, according to Van Sistine. C.J. Bast worked at his parents' restaurant, Mer & Jackie's Supper Club in Five Corners near Seymour, WI, for five years before purchasing Moe's Southwest Grill; his wife, Becky, who has her master's degree in social work, will also take a leadership role at the restaurant, Van Sistine said.

AOL Small Business rated the Moe's Southwest Grill franchise the "next big chain," specializing in Mexican and Tex-Mex cuisine. The Ashwaubenon location is two blocks from Lambeau Field and near Bay Park Square Mall.

The sale was brokered by Gary Van Sistine of Creative Business Services of Green Bay.

Contact:
Karen Marchant
Creative Business Services
920-432-1166 Ext. 22
www.cbs-global.com

###



Pictured left to right: C.J. and Becky Bast