



Soupergirl Brings Even More Local and Healthy Food to Washingtonians

Takoma store opens Wednesday, September 7

Washington, DC (August 24, 2011) – Continuing a quest to change how Washington eats, Soupergirl announces the opening of its first retail store in Takoma, DC. The store will offer Soupergirl's signature humorously named homemade soups and salads that feature seasonal, fresh ingredients from local farmers, as well locally sourced breads and baked goods. The store is located at 314 Carroll Street, NW, Washington DC, 20012, directly across the street from the Takoma Metro station stop on the Red Line. The store will open on Wednesday, September 7 and will feature self service lunch and dinner along with take away options.

"Since starting Soupergirl in 2009, I've wanted to make it as easy as possible for Washingtonians to be able to enjoy our delicious and healthy soups," said Soupergirl founder Sara Polon. "A store in Takoma is a natural evolution for Soupergirl because we're surrounded by like-minded socially aware businesses and residents. In addition, our large new kitchen will enable us to increase the delivery and pick up service we've been offering for the past three years, allowing us to reach more people looking for convenient, nutritious and seasonally inspired meals with locally sourced ingredients. People want to eat healthfully and support local food producers and growers, but don't have the time to shop and cook. That's where we come in."

Soupergirl's soups are a fusion of modern flavors and old fashioned cooking techniques. Each batch is cooked slowly, from scratch and with love. The creation of Soupergirl's soups is a team effort between Sara and her mom, Marilyn Polon, aka Soupermom. In addition to cooking, Sara works directly with the local farmers who provide the seasonal produce featured in the soups and salads and oversees the day-to-day operation of the business. She also provides the comedic levity that makes its way into all aspects of Soupergirl. In the test kitchen, Soupermom creates the recipes and transforms the farm fresh ingredients into the unique and distinctive selections that make up the evolving and entertaining menu. All of Soupergirl's soups, salads and baked goods are vegan and are under orthodox kosher supervision, a nod to Sara's vegetarian lifestyle and Jewish upbringing. Soupergirl's creative offerings include: *Souperpapa's Papa Al Pomodoro Soup* with tomatoes, basil, garlic and olive oil; *Sing a Song About Watermelon Gazpacho* with watermelon, tomato, cucumber and jalapeno; *"Cream" of Asparagus* made with vegan-friendly cashew cream; *Harper Lee's Quinoa Vegetable Soup* with chunks of zucchini, red bell peppers, carrots, green beans, quinoa and basil; *Jamaican Me Crazy Sweet Potato Soup* with sweet potatoes, coconut milk, and dark rum just to name a few.

Soupergirl's commitment to environmental, communal and social responsibility is evident in every aspect of the new store. All biodegradable scraps are deposited in the compost bins which Soupergirl shares with fellow residents of the conservation minded building in which the store is located. Natural daylight fills the store through the expansive windows encouraging energy conservation in the restaurant. Earth tones of brown and green are accented with touches of red, designed to invoke feelings of soup inspired warmth. Dark wood tables and light green chairs made from 111 recycled Coke bottles ([Emeco's 111 Navy Chair](#)), encourage neighborhood residents to linger over big bowls of soup, savoring every spoonful. A view of the open, industrial inspired kitchen pulls guests into the Soupergirl experience, encouraging them to watch the cooking process – from the peeling of the local carrots to the seasoning of the final product. A red, wooden window counter with street-side views of Carroll Street is perfect for individual enjoyment of soup and salad. A story board above the cash register tells customers of Soupergirl's core values - Fresh. Local. Good. On any given day a neighbor with a passion for local, healthy food could be working behind the counter and graduates of DC Central Kitchen's Culinary Job training program could be manning the stoves. Proximity to Metro and several bike racks close to the store encourage alternative modes of transportation.

Diners can enjoy Soupergirl soups in the open dining area or they can pick up pre-packaged soups to take home. Soups will be available by the pint and the quart. Prices will range from \$4.99 for a small bowl of soup to \$12.75 for a quart. The store will be open Monday – Thursday from 10:00 a.m. until 6:30 p.m. and Friday from 10:00 a.m. until 3:00 p.m. The store will be closed on the weekends, but Sunday hours will be added in the late Fall.

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ABOUT SOUPERGIRL

Soupergirl is Washington, DC's local soup company bringing delicious and health eating to Washingtonians one bowl of soup at a time. Soupergirl's soups are a fusion of modern flavors and old fashioned cooking techniques that highlight seasonal, fresh ingredients from local farmers and producers. Winner of the DC Affinity Lab/[William James Foundation](#) 2009 Socially Responsible Business Plan competition and an aspiring addition to the growing trend of young, community-centric entrepreneurs passionate about "doing well by doing good," Soupergirl creator, Sara Polon, is changing the way DC's power players and Washington denizens eat. Soupergirl soups can be purchased online at www.thesoupergirl.com, in store at 314 Carroll Street, NW, Washington, DC 20012 and at FRESHFARM Markets Department of Health and Human Services (HHS) Farmers Market located at 200 Independence Ave, SW on Wednesdays from 11 a.m. to 2 p.m. May – Oct. To receive Soupergirl's Soup Menu of the Week email, please go to www.thesoupergirl.com. Soupergirl store hours are Monday – Thursday from 11:00 a.m. until 3:00 pm. and Friday from 11:00 a.m. until 3:00 p.m. The store is closed on Saturday and Sunday. Soupergirl can also be reached at 202.609.7177 and info@thesoupergirl.com.

For additional information and hi resolution images, please contact:

Danielle Tergis, The Tergis Group

E: danielle@thetergisgroup.com; T: 202.643.9503