

Eat Well, Be Well

LYFE Kitchen is in a category of restaurants that co-founder and chief brand officer Mike Donahue describes as “lifestyle” — where the foods served are “not just good for you, but delicious and affordable.” The restaurant, whose acronym means Love Your Food Everyday, boasts some 90 menu items that each contain fewer than 600 calories and 1,000 milligrams of sodium.

LYFE, which opened its first location in October 2011, serves food that is free of preservatives or genetically modified organisms, including 100 percent grass-fed steaks and antibiotic- and hormone-free meat and poultry. All items are locally grown and organic whenever possible.

Meals are cooked from scratch in an open kitchen in less

than 10 minutes. A unique “Herb Wall” gives customers a chance to see and smell the fresh herbs and spices used to flavor dishes. Orders are taken at a counter and served to seated customers on china with silverware and glassware. The restaurants, which average between 3,500 and 4,000 square feet, average about \$3 million per year per unit.

“What we are trying to do is change the relationship between people and food,” Donahue says. “Make it positive, so people don’t have to worry about whether they are making the right choices. ... In one of our campaigns, we urged people to ‘Taste Lyfe.’

“If they taste us, we know they’ll come back.” **STORES**

— Liz Parks



LYFE KITCHEN

Memphis, Tenn.

Co-founders: Mike Roberts, Stephen Sidwell and Mike Donahue; CEO: Chance Carlisle

Locations: 15

www.lyfekitchen.com

