

News Release
For Immediate Release

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Breaking Bread: Colorado's "Chipotle of Gluten-Free Dining" Expands to Boulder
Denver-based Just BE Kitchen to host grand opening in Boulder this month

BOULDER, COLO. (February 6, 2024) - Colorado's largest gluten-free restaurant group [Just BE Kitchen](#) has expanded to Boulder, Colo (2500 30th St #101, Boulder, CO 80301). The fast-growing, female-owned Just BE Kitchen took over a 2,100-square-foot kitchen and quietly opened in December. Just BE Kitchen is slated to have its Boulder grand opening celebration on March 13 (all day) with free gluten-free goodies all-day, raffle prizes, wellness partners on-site and more.

"We've long had our sights on becoming 'the Chipotle of gluten-free dining,' bringing allergen-free food to multiple communities," said Just BE Kitchen Founder Jennifer Peters. "Our big plans for rapid, yet strategic growth include opening 10 more locations across the country in five years."

She added: "We're passionate about offering comfort food that's anti-inflammatory to health-conscious families, high-performance athletes, those living with food allergies and anyone seeking an 'ooey, gooey, stick-to-your-ribs' kind of meal that just so happens to be allergen free."

Menu items include French Toast Sliders made with almond flour and toasted coconut; the all-day "Fulfilled Burrito" with Just BE Kitchen's famous housemade gluten-free tortilla, "cheddar wiz" and choice of chili; Food Network-featured Chicken and Dumplings; Mixed Vegetable Curry; and Shepherd's Pie with slow roasted brisket and sweet potato whip. The menu is usually changed twice each year, highlighting craveable comfort foods of the season that have been reimaged through Just BE Kitchen's way of cooking consciously and conscientiously.

"I was so tired of all the 'healthy' menu items at restaurants being either a salad, açai bowl or a large-style protein," said Jennifer. "First time diners are frequently floored that our food is not only delicious, but also anti-inflammatory and allergen free."

Unlike any other restaurant in Colorado, Just BE's menu is free of gluten, refined sugars, soy, corn, peanuts, and seed oils. They are also 99 percent grain, dairy and legume free, making Just BE Kitchen one of the most allergen friendly restaurants anywhere, without compromising taste, texture or quality.

Like so many iconic Colorado brands, Just BE Founder Jennifer got her start selling her homemade products at farmers markets before opening a brick-and-mortar location in Denver's LoHi neighborhood in 2017. Just BE opened a second location in the Denver Tech Center in 2022, adjoining the gluten-free brewery Holidaily Brewing