The Happy Joe's company, based in Bettendorf, Iowa, plans to launch a chainwide breakfast program September 15, 2011. Along with the breakfast rollout, the company will also launch a new text mobile marketing program where guests can opt in to their favorite Happy Joe's mobile club and receive exclusive offers from Happy Joe's all year long.

The Happy Joe's breakfast program will focus on two main items, omelet pizzas and home- style cinnamon rolls, which will be available for dine in, pickup, and delivery. Kristel Whitty-Ersan, Marketing Director, stated, “We have had good success with our breakfast items at over 20 stores and we are thrilled to expand the program chainwide. Much of our success with this program has come through our delivery program to businesses as our omelet pizza and cinnamon rolls work well for morning business meetings.”

All locations will be offering the omelet pizza and cinnamon rolls, and will have the option to add gourmet coffee, breakfast burritos, and Happy Joe's Scramblers (similar to a breakfast skillet). Happy Joe's omelet pizza is served on a pan-style crust with scrambled eggs, cheese, and your favorite pizza toppings. Happy Joe's most popular omelet pizzas include the Denver with green peppers, onions, tomatoes, and diced bacon, the 3-Meat with sausage, Canadian bacon, and bacon, and the Bacon-Bacon with Canadian bacon and bacon.

Happy Joe Whitty, Founder of the company, stated, “I used to belong to several business groups back in the ‘80s and we would meet at a local diner for our morning meetings. One day I realized we weren’t meeting at my restaurant for our weekly meetings. A couple of the members reminded me that we didn’t serve breakfast! I responded that the following week we would meet at my place and I’d whip something up. That’s when the breakfast pizza was born. For years we only made it for special meetings and internal events. Finally my kids, who now run the company, said, ‘Dad, this pizza is so great, we should really offer it to our guests.’ So now we’re in the breakfast business! It always

makes me feel great when I hear the compliments we get on these breakfast items."

If you would like more information on Happy Joe's breakfast program or would like to interview Happy Joe Whitty or Kristel Ersan, Marketing Director, contact the Happy Joe's Support Center at 563-332-8811, or Kristel at 563-650-4680 or kristele@happyjoes.com.

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