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**NEWS RELEASE
FOR IMMEDIATE RELEASE**

TOASTIQUE ARRIVES IN MORRISTOWN: A GOURMET WELLNESS DESTINATION OPENS THIS SUMMER

Husband and Wife Team Infuse New Jersey's Healthiest County with Culinary Excellence
and Family Friendly Hospitality

MORRISTOWN, NJ (July 9, 2025) – Morristown's vibrant business district is about to get a fresh, healthy boost! Toastique, the acclaimed gourmet toast, juice, and coffee bar, is set to open its doors on August 2, 2025, at [70 Speedwell Avenue in Morristown, New Jersey](#). This highly anticipated opening brings Toastique's signature blend of delicious and nutrient-rich offerings to one of New Jersey's most health-conscious communities.

Toastique Morristown is the passion project of Benson and Oby Otti, a dynamic husband and wife duo deeply rooted in wellness. Owners of Health, Love & Soul (HLS) Juice Bar and Grill in Maplewood, the Ottis are extending their enthusiasm for nourishing the community with healthy food, by launching three new Toastique franchises, starting with this premier Morristown location.

"Our journey with Toastique began with a personal alignment of values," shares Oby, who holds a PhD in Public Health and continues her impactful work in clinical research "We sought a franchise that not only championed healthy living but also delivered on exceptional taste and aesthetic appeal. Every Toastique item, from our gourmet toasts to our vibrant smoothie bowls, truly is as delicious and beautiful as it looks." "We're excited to offer a menu that caters to diverse preferences, with gluten-free and vegetarian options, and kid-friendly favorites like our son's beloved PB Crunch, ensuring there's something delightful for everyone" adds Benson.

While Oby maintains her professional endeavors, Benson will be at the helm of Toastique Morristown full-time, ensuring a hands-on approach to service and a welcoming atmosphere. The couple envisions Toastique as a generational family business, with plans to involve their three children in its enduring success. Their Nigerian cultural roots will subtly grace the café's décor, alongside a unique mural created by NJ local artist, Olga Muzician, that celebrates Morristown landmarks like the iconic Morristown United Methodist Church, the Speedwell Lake Park dam and the beloved Town Green, adding a layer of rich local authenticity.

"New Jersey has consistently proven to be an incredibly receptive market for Toastique, becoming one of our strongest states for expansion," said Brianna Keefe, Founder and CEO of Toastique. "Morristown, with its vibrant community and focus on well-being, is an ideal home for our brand. As we grow throughout the state,

our mission remains the same - to make healthy eating, approachable, accessible and enjoyable for all. We are eager to integrate seamlessly into the fabric of this dynamic neighborhood."

Located in the heart of the Morristown Partnership's Special Improvement District (SID), Toastique will serve as a convenient and elevated destination for busy professionals, local residents, and visitors from the adjacent Hyatt hotel seeking a premium, healthy meal or a refreshing beverage.



[Group Spread](#), [Loaded Bowl](#), [Toast Grouping](#)

Toastique Morristown will be open from 7am-5pm Monday - Saturday and 8am - 4pm on Sundays, we invite you to experience:

- **Gourmet Toasts:** Artfully crafted, nutrient-packed creations
- **Vibrant Smoothie Bowls:** Visually stunning and deliciously healthy
- **Cold-Pressed Juices & Smoothies:** Freshly made elixirs for wellness
- **Premium Coffee & Espresso:** Your perfect daily ritual
- **Grab-and-Go Options:** Healthy convenience for commuters and those on-the-move
- **Offerings with Local Flair:** The Three Cheese Italian Toast would make Tony Soprano smile.

To stay up to date with Toastique Morristown news and announcements, visit the website at toastique.com/Morristown and follow the brand on Instagram [@toastique](#) and on Facebook [@toastiquemorristown](#)

About Toastique

Toastique, a health-focused restaurant franchise founded in 2018 by former D1 collegiate cheerleader Brianna Keefe, believes healthy food should be approachable, accessible, and enjoyable for all. With a unique menu that includes toast-focused creations, all-natural smoothies, cold-pressed juices and açai bowls, Toastique is truly unlike any other health-focused franchise on earth. After the flagship Toastique location in Washington, D.C., the brand generated over \$1 million in sales during its first year of operation. Keefe franchised the concept and has expanded with locations in D.C., California, Colorado, Florida, Georgia, Kansas, Maryland, Michigan, Minnesota, New Jersey, North Carolina, Pennsylvania, Tennessee, Texas, Utah, Nevada, New York, and Virginia, with more franchise units signed and in development across the country. Keefe was recently featured on Forbes 30 Under 30 Food & Drink (2022) and Franchise Dictionary Magazine's 50 Women of Wonder (2024). Toastique was also selected as Nation's Restaurant News' 2024 Hot Concepts Award winner. More information on Toastique can be found at www.toastique.com and Instagram [@toastique](#).