

Decadent Dessert Concept, JARS by Fabio Viviani, Inks 5-Unit Phoenix Deal

Franchisees Angie and Dennis Michel are currently scouting locations and are ‘excited to get the first of their five stores up and running soon.’



JARS, the relatively new dessert concept from celebrity chef, restaurateur, cookbook author, and media personality Fabio Viviani, recently inked a five-unit franchise agreement with Phoenix residents Angie and Dennis Michel.

“After recently retiring from the corporate world, my family and I decided that the next chapter would be a joint venture all together,” Dennis Michel said in a statement, adding, “This partnership with Fabio represents a unique opportunity to bring an amazing and distinctive dessert experience to the valley.”

Angie Michel echoed the sentiment saying, “We are dessert enthusiasts, and knowing Fabio’s history of successful ventures in the hospitality, restaurant, and media world,

JARS was a fantastic opportunity to share his vision for a reimagined way that people experience dessert in the Phoenix-Scottsdale metro area.”

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As its name suggests, JARS quite literally takes iconic desserts from around the world and puts them in single-serve jars, offering people who “dare to do dessert differently...a culinary adventure that sparks memories and infectious excitement,” according to the brand’s [website](#).

The menu of 24 creations includes limited-time offerings such as Take the Cannoli and She’s My Cherry Pie, as well as a line-up of staples like Tres Leches Cake, Salted Caramel Pecan Pie, Orange Creamsicle, The Georgia Peach, and If You Like Pina Coladas.