



Sublime Huts Acquires 23 Cheba Hut Toasted Subs Restaurants, Becoming the Brand's Largest Franchisee

Acquisition marks B Wild Investments' third platform investment and grows its restaurant portfolio to 65 locations under newly launched Vetta Group

Denver, CO (August 26, 2026) — Sublime Huts, an affiliate of B Wild Investments, LLC, has completed the acquisition of 23 Cheba Hut Toasted Subs restaurants in Colorado and Nevada. The transaction makes Sublime the largest franchisee in the Cheba Hut system, with exclusive development rights covering the majority of Colorado, all of Nevada, and all of Kansas.

Sublime Huts will be managed by Vetta Group (www.vettagroup.com), B Wild's newly launched restaurant management company led by CEO Troy Tracy and CFO JJ Zhang, which also oversees 42 QDOBA restaurants operating under the 7 Star Eats banner. The long-tenured leadership team that built the acquired shops into some of the strongest performers in the Cheba Hut system will continue with the business.

"Cheba Hut is one of the most differentiated brands in fast casual, with outstanding unit economics and a truly one of a kind culture," said Barry Dubin, founder and CEO of B Wild Investments. "We are honored to carry on the founders' legacy and excited to build on their momentum as we grow across Colorado, Nevada, and Kansas."

About B Wild Investments, LLC

B Wild is the private investment office of Barry W. Dubin. Our firm is exclusively focused on acquiring and building exceptional multi-unit consumer businesses. B Wild employs an active approach investing in a select number of companies seeking to achieve excellence with integrity. We identify our investment opportunities proprietarily via our expansive network and are attracted to opportunities where our experience and relationships are likely to provide tailwinds in building extraordinary businesses. Key to our investment thesis is partnering with strong management and structuring compensation such that success leads to life changing financial outcomes for our teams. Please visit www.bwildinvestments.com to learn more.

Media Contact: [Name] · [Email] · [Phone]