

VIACOMCBS

Emmy Award-Winning Series “Undercover Boss” Returns for Its 11th Season, Friday, Jan. 7, 2022 On CBS!

December 8, 2021

The Network Announces the New Season’s “College HUNKS,” “Fremont Street Experience,” “The Vitamin Shoppe” and “Rita’s Ice” “Undercover Boss” Episodes to Air in January

Air Dates for “Coco’s Bakery,” “Mayor of Fontana,” “Restoration 1,” “Round Table Pizza” and “UScellular” Episodes to Be Announced in the Coming Weeks

NEW YORK--(BUSINESS WIRE)--Dec. 8, 2021-- The Emmy Award-winning CBS Original series UNDERCOVER BOSS returns for an 11th season with nine original episodes, premiering Friday, Jan. 7 (8:00-9:00 PM, ET/PT) on the CBS Television Network and available to stream live and on demand on Paramount+*.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20211208005801/en/>



The first four companies are College HUNKS Hauling Junk & Moving (Jan. 7), Fremont Street Experience (Jan. 14), The Vitamin Shoppe (Jan. 21) and Rita’s Italian Ice & Frozen Custard (Jan. 28). Air dates for the subsequent five companies’ episodes will be announced in the near future and are listed here in alphabetical order: Coco’s Bakery, Mayor of Fontana, Restoration 1, Round Table Pizza and UScellular.

Following are details of the first four episodes:

FRIDAY, JAN. 7

“College HUNKS” – Omar Soliman and Nick Friedman, who co-founded College HUNKS Hauling Junk & Moving over 15 years ago, go on separate missions to make certain that the foundation of their company is strong enough to withstand exponential growth in the next couple of years. Will they need to do any heavy lifting

The new season of “Undercover Boss” premieres Jan. 7 on CBS. (Graphic: Business Wire)

within their company after seeing what’s happening on the front lines? Will they (or any items in their care) crack under pressure while undercover?

College HUNKS Hauling Junk & Moving®, founded in Tampa, Fla. by college buddies Nick Friedman and Omar Soliman with the use of a beat-up cargo van, now has over 200 franchises across 39 states. The company provides full-service tech-enabled residential and commercial moving, junk removal, donation pickups, and labor services in the U.S. and Canada. <https://www.collegehunkshaulingjunk.com>

FRIDAY, JAN. 14

“Fremont Street Experience” – Andrew Simon, president and CEO, Fremont Street Experience, who began his job at this hugely popular Las Vegas attraction at the start of the pandemic, goes undercover to discover and address problems that may be sparking the labor shortage causing significant lost profits. Will the boss “see the light” while perched 100 feet off the ground to help change light panels on its enormous \$50 million canopy? How does he handle the sticky situation of scraping gobs of gum from the mall floor for hours at a time? Does he leave anyone hanging during a physically demanding shift at the Slotzilla zip line?

The Fremont Street Experience, designed in 1995 as a must-see six-block entertainment district built to reenergize Las Vegas’ downtown area, now attracts over 24 million visitors annually. The iconic destination is featured in countless television shows, music videos and films and helps generate over \$800 million annually in gaming revenue. The area is known for its unparalleled offering of entertainment, featuring live music on three permanent stages 365 days per year; the “Viva Vision” canopy, the largest digital display in the world; and the urban-based thrill ride “Slotzilla” Zipline. <https://vegasexperience.com/>

FRIDAY, JAN. 21

“The Vitamin Shoppe” – The Vitamin Shoppe’s CEO, Sharon M. Leite, goes undercover to learn new ways to achieve added growth for her brand and to experience how her new operational changes and innovations are impacting the front lines. Will the boss find a healthy balance between the happiness of her employees and the satisfaction of their customers? Will her work as a store associate supplement the team’s efforts or set them back?

The Vitamin Shoppe® is a global specialty retailer and wellness lifestyle company, providing trusted products and guidance for nutritional solutions, including vitamins, minerals, specialty supplements, herbs, sports nutrition, homeopathic remedies, green living products and natural beauty aids. The company conducts business in the U.S. online and in over 700 company-operated retail stores under The Vitamin Shoppe/Super Supplements banners, and internationally in select Asia, South America and Central America markets. www.vitaminshoppe.com

FRIDAY, JAN. 28

"Rita's Ice" – Linda L. Chadwick, president and CEO, Rita's Italian Ice & Frozen Custard goes undercover to see how her new initiatives are working and to help franchisees become more profitable. Will the boss encounter procedures or equipment that seem "frozen in time"? What will it take to help her get a struggling franchisee to reach sweet success?

Rita's Italian Ice & Frozen Custard, founded in 1984 in the greater Philadelphia area, has nearly 550 shops across the U.S. and Asia and is the largest Italian ice concept in the world. Dedicated to spreading "Ice, Custard, Happiness!" in every community it serves, guests visit Rita's to enjoy its famous, freshly made Italian ice and premium frozen custard in a fun-filled atmosphere. <https://www.ritasice.com/>

Details on the additional bosses and their companies follow in alphabetical order by episode title:

- **"Coco's Bakery"** – Warren Boone, chief people officer, Coco's Bakery Restaurants
Coco's Bakery started in 1948 as a small burger and pie restaurant on the Pacific Coast Highway in Southern California. Over 70 years later, the history of Coco's is rich with food made the right way out of their 30 restaurants across California and Arizona. Coco's takes pride in their award-winning pies, famous hamburgers, and California comfort food served for breakfast, lunch or dinner, in places as comfortable as your own kitchen. www.cocosbakery.com
- **"Mayor of Fontana"** – Mayor Acquanetta Warren, Fontana, Calif.
Elected as mayor in December 2010 and overwhelmingly re-elected in 2014 and 2018, Acquanetta Warren is serving her third term as the mayor of the city of Fontana, the second largest city in San Bernardino County, Calif. with more than 208,000 residents. Mayor Warren focuses her administrations on bolstering economic development, creating educational opportunities, improving public safety and advocating for a healthier community. www.fontana.org
- **"Restoration 1"** – Gary Findley, CEO, Restoration 1
Restoration 1, founded in 2008, is an award-winning franchise that specializes in emergency mitigation, restoration and reconstruction services for residential and commercial properties that have been damaged due to water, smoke, fire, mold, storms and more. With more than 350 franchise agreements awarded throughout the U.S., Restoration 1 is on track to expand to more than 500 locations nationwide in the next couple of years. www.restoration1.com
- **"Round Table Pizza"** – Paul Damico, former president and CEO, Round Table Pizza**
(**Damico has since left for a position outside of Round Table Pizza.)
Inspired by the honor, valor and revelry of the Knights of the Round Table, Round Table Pizza® has earned the reputation of "Pizza Royalty™" for over 60 years. Known for their homemade dough, signature three-cheese blend and gold-standard ingredients, the leading West Coast pizza brand now has more than 410 restaurants across the U.S. and internationally and takes great pride in its classic family recipes, hand-crafted in the same manner since their founding in 1959 in Menlo Park, California. www.roundtablepizza.com
- **UScellular** - Laurent "LT" Therivel, president and CEO, UScellular
Serving five million customers, UScellular provides national network coverage and industry-leading innovations designed to elevate the customer experience. The company offers a wide range of communication services that enhance consumers' lives, increase the competitiveness of local businesses and improve the efficiency of government operations.
www.uscellular.com

UNDERCOVER BOSS is a two-time Emmy Award-winning reality series that follows high-level executives as they slip anonymously into the rank-and-file of their own organizations. Each week, a different leader will sacrifice the comfort of their corner office for an undercover mission to examine the inner workings of their operation.

Stephen Lambert, Jack Burgess, Mike Cotton and Rachel Bloomfield are the executive producers for Studio Lambert/All3Media America.

This season of UNDERCOVER BOSS was filmed with comprehensive pandemic protocols in place during all aspects of production, under the supervision of a dedicated COVID-19 safety officer.

*Paramount+ Premium subscribers will have access to stream live via the live feed of their local CBS affiliate on the service as well as on demand. Essential-tier subscribers will have access to on-demand the day after the episode airs.

CHEAT TWEET: #UndercoverBoss Season 11 debuts w/ @CollegeHunks Fri Jan 7 #CBS 8/7c! Still ahead @vitaminshoppe @ritasitalianice @CityofFontanaCA @UScellular @Restoration1HDQ @FSELV #FreemontStreetExperience @CocosRestaurant @RoundTablePizza

Click [HERE](#) for photos

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