

Entrepreneur opening newest Fantastic Sams franchise in Lytle

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Soon H-E-B customers in Lytle will be able to get a trim at Fantastic Sams.

Upson Enterprises LP has opened Fantastic Sams salon No. 9 in the greater San Antonio area.

And this time, he has a significant partner in tow: Local grocer [H.E. Butt Grocery Co.](#) (H-E-B).

Upson Enterprises' newest salon will be located within the new H-E-B store in Lytle, which is just south of San Antonio. Upson Enterprises founder [Rich Upson](#) points out that while the new store is slightly smaller than his previous stores — the salons average around 1,200 square feet — he has already had an impressive start with the Lytle salon.

Upson, who previously served as the senior director of logistics for the former home-improvement chain Builders Square, opened his first salon in San Marcos in 2002. His wife, Laurie, serves as his partner in Upson Enterprises.

In addition to the new store in Lytle, Upson Enterprises has established the Fantastic Sams name in Pleasanton, Floresville and La Vernia — in addition to the five stores he owns and operates in South and East San Antonio.

Upson Enterprises' own growth mirrors that of its franchisor. Since the opening of its first salon in Memphis in 1974, Fantastic Sams has grown to a 1,350-plus store network. In 2010 alone, the chain opened 34 locations across the U.S., and is on pace to open more than 40 more stores before year's end.