

Today's Restaurant

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Tossed will feature a new look in future plans

Ft. Lauderdale, FL - Tossed, the Fort Lauderdale-based chain specializing in made-to-order green-leaf salads is committed to freshness. But its penchant for freshness isn't just displayed through the myriad menu options or high-traffic locations: The brand has recently unveiled a new logo and store prototype which will be featured in all new restaurants.

Tossed's new look was a collaborative effort between Chicago's Good Studio for the logo and JBI Interiors of Long Beach, Calif., the renowned restaurant design firm which has worked on over 20,000 projects for brands including McDonald's, Jamba Juice and Taco Bell, for the sleek new interior.

The footprint will be smaller – down to 1,500 square feet and 35 seats from 2,400 square feet and 60 seats – a change that will give Tossed more flexibility to grow in urban areas where space is limited. According to Tossed COO Eric Clark, the company has reached its goal of updating its branding to match the quality of its food and its customers' active lifestyles.

"Our new branding is an evolution," said Clark. "The original Tossed in Manhattan was a cool, contemporary spot where we did something revolutionary – provide the finest salads quickly and at an affordable price. Our menu, service style and price point are still the best in class and with this redesign, our new restaurants will be even more attractive and comfortable for our customers."



Customers can order on-line or watch their order being tossed or wrapped in a homemade, fat-free, whole wheat crepe by Tossed's professional staff before being delivered to their table on china with silver-

ware. In 2000, Tossed became the world's first online salad concept, allowing customers to place orders from their desktop or laptop for pick-up or delivery. Phone orders are also accepted.

Tossed was conceived in the summer of 1997 by Marc Meisel, a chef and veteran of the restaurant industry, who was approached by a friend with an idea for an upscale salad concept. The first Tossed opened on Park Avenue South in New York City in July 1998. The restaurant was only 1,000 square feet and had only 20 seats but it opened to rave reviews and 45-minute lines.

tossed
garden fresh salads, crepe wraps and smoothies

Tossed opened its second location in summer 2000 in Rockefeller Center, where its success continued. In March 2004, the founders of Tossed teamed up with new partners with decades of franchising experience to create a franchise company to expand Tossed nationally. Tossed now has 10 locations and a growing presence in major U.S. cities including New York, Boston, Houston, Atlanta, North Carolina, Phoenix, Nashville and South Florida.

Projections call for 200 restaurants within five years and long-term potential for 1,000 U.S. locations. Growth will come exclusively through franchised locations. The target audience is area developers and multi-unit developers in and around major U.S. cities who view Tossed as a fresh, healthy alternative concept with compelling ROI potential and simple retail build-out design.

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