



## **Tossed franchise Celebrates Its Vancouver Grand Opening With Free Food Day On October 20th**



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First Canadian Franchise of Made-to-Order Gourmet Salads, Crepe Wraps and Sandwiches Concept will Offer Customers A Free Entree from 11AM to 2PM

Tossed®, home of garden fresh salads, crepe wraps and sandwiches, today announced the grand opening festivities for its first Canadian location at 769 Hornby Street in Vancouver, British Columbia. The official grand opening, set for Friday, October 21st, will be preceded by a gala “free food day” event the day prior. At the event on Thursday, October 20th, all customers will receive one free entree while supplies last from 11AM until 2PM.

Tossed® restaurants, founded in 1998 in New York City, are renowned for their ultra-fresh, made-to-order gourmet salads featuring over 50 choices of toss-ins, along with signature dressings, whole wheat crepe wraps, sandwiches and panini served on artisan bread. Tossed’s original location on Park Avenue in New York City was voted “New York’s Best Salad” by New York magazine. The chain is in the midst of a major expansion and is currently in the process of opening locations in Boston, Los Angeles, Boca Raton, FL, Chicago and Washington DC.

According to Jeff Potoroka, owner of the new Tossed®, Vancouver is the ideal city for Tossed’s first restaurant outside the U.S. “Vancouver is a progressive city that embraces the healthy lifestyle that is at the heart of the Tossed® concept,” Potoroka said. “We’re looking forward to bringing a better choice for breakfast, lunch and dinner to the people of Vancouver.”

In addition to its innovative menu and customizable options, Tossed® offers online ordering, delivery and catering. The company intends to work closely with farmers and bakeries to bring locally produced food products to its new Hornby Street location.

“This is an exciting moment for Tossed®. Our “Eat Smart Think Fresh” philosophy has resonated in city after city in America, and now we are able to bring it to one of North America’s most diverse and cosmopolitan communities,” said Eric Schmitt, Tossed® Chief Executive Officer, Tossed® Franchise Corporation.

We believe that Vancouver is ready for a fast-casual restaurant that combines delicious, nutritious menu items with great value.”

Tossed’s menu includes gluten-free options. To place a take-out, delivery or catering order at the new Vancouver Tossed®, phone (604) 646-2440 or order online at Tossed.com beginning October 21, 2011.

About Tossed®:

Since 1998, Tossed® has been the home of made-to-order salads featuring dozens of gourmet ingredients and unique dressings. Tossed® also offers whole wheat crepe wraps made fresh throughout the day as well as sandwiches, panini, soups and smoothies, Tossed® has grown from its original location on Manhattan’s Park Avenue to include restaurants across the United States. Tossed® Franchise Corporation, based in Fort Lauderdale, Florida, offers franchises to companies and individuals interested in one of the freshest, most exciting concepts in fast casual dining. To learn more about Tossed®, go to [www.tossed.com](http://www.tossed.com).