

## Salad chain eyes growth with new kiosk

**F**T. LAUDERDALE, FL – Tossed®, a six-unit salad concept originally founded in 1998 in Manhattan by three friends with a mission to change the way America eats, is offering franchisees the option for “greener sales opportunities” with a new modular kiosk this year as part of a strategy to refresh the brand and keep it vibrant. The company unveiled the design available in configurations ranging from 246 to 265 sq. ft., making Tossed® available in malls, food courts and

other non-traditional locations. At the same time, a new lineup of wheat-free and gluten-free menu items was added to the menu this summer consisting of more than a dozen fresh healthy salads such as Caesar, Apple Walnut, Summer, Asian Chicken, BBQ Chicken, Southwestern Blackened

**Kiosk design opens expansion opportunities in many locations**

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is checked, the appropriate nutritional data is added to Nutritional Facts so that once the online order is complete, the customer knows totals of calories, saturated fat, carbs, and protein, allowing better nutritional choices to be made and meshing with the company's logo, “Eat Smart, Think Fresh™.”



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**Plans call for units in dense urban centers**

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Chicken, Greek Salad, Cayenne Shrimp, Spinach, Garden and Cobb. All three of Tossed's Signature Salads also qualify as gluten-free.

In Boston, a store in the Shops at the Prudential Center was also revamped this year with upgraded design elements that will be rolled out to other existing stores.

The Boston unit logged a 19.2 percent year-over-year sales advance, attributable in part to a revamped logo, fresh exterior signage and the interior updates, as well as new marketing efforts that include a Facebook page.

The company, says Corporate Chief Operating Officer Eric Clark, is focusing on growth but “wants to do it smart.” Demographically dense urban areas are

the target for expansion and plans call for possible sites in Orange County, San Diego, San Francisco, Boston, Houston, Atlanta and Chicago.

The average check is around \$9.95 and the average ticket time is about four minutes.

“People want affordable but it has to have value. Our made-to-order salads, sandwiches and crepe wraps are

fresh and we have nutrition data on our menus. We have over 50 toss-in options. It's a tasty, fast and efficient experience and people want that because time is money, and ev-



“We'd like to do more units in the Northeast and moving out the kiosk concept makes it so easy. We can see them in schools, airports, and a variety of settings. So many people today are pushing in the direction of healthy eating.” In Boston, he says, Tossed® likes Copley Square and the Financial District.

Today, the challenge is no longer ‘location, location, location,’ he adds. “It's freeing up capital. Loans are loosening up a bit and we are focusing on getting the brand out there.” Orange County will be Tossed's next immediate growth area and the chain is “under discussion” in Chicago and DC as well as looking at more

“People need to focus on giving top line service,” he declares. “It's important to provide whatever it takes to make the guest feel great. It's a people to people interaction that has become something of a lost art. We need people who show great respect and like people. Personality can matter more (in hiring) than talent. You want to be able to feel the smile coming out of the server. You can teach skills but it's harder to teach that kind of connecting.”

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everyone is working harder and longer hours.”

The gluten-free program, he notes, addresses the needs of the growing number of customers with dietary challenges. “It's part of taking Tossed to the next level. We

discovered that some salad dressings contain gluten as a flavoring or thickening agent. Now, they can take out croutons and won ton crisps as needed. This (gluten-sensitive customer group) is a population that's been growing tre-

locations in New York.

The new kiosks are non-cook outlets that can be customized to fit indoor leased locations as well as outdoor sites.

A revamped website offers group as well as individual ordering online and has pictures of individual menu items. All 50 ‘toss-ins’ are listed and each time an ingredient box