



### **For Immediate Release**

Contact: Kristin Martonik [kristinm@fransmart.com](mailto:kristinm@fransmart.com)

## **Fast Casual Tossed Readies for Growth**

*Leader in Garden Fresh Salads, Crepe Wraps & Sandwiches Partners with Fransmart*

**Fort Lauderdale, Florida, August 11, 2010**— Tossed®, a fast casual chain known for its garden fresh salads, crepe wraps and sandwiches, is embarking upon a worldwide expansion plan. Tossed has signed a franchise partnership with Fransmart, the franchise development company behind the explosive growth of brands such as QDOBA, Five Guys Burgers & Fries and Zpizza. Tossed currently has 6 restaurants open in New York City, NY, Boston, MA, Franklin, TN, Morrisville, NC, Houston, TX and Scottsdale, AZ. The concept will be targeting both multi-unit and master franchisees to develop territories across the United States and in select international markets.

Founded in 1998, Tossed stores are known for their distinctive menu and extremely loyal fan base. The stores' cuisine attracts patrons who appreciate lighter, wholesome fare; among the signature items are ultra-fresh, made-to-order gourmet salads with over 50 choices of toss-ins, along with signature dressings, wraps made with homemade, fat-free, whole wheat crepes, sandwiches served on artisan bread, and a specialized gluten-free menu. Tossed promotes an "Eat Smart, Think Fresh" philosophy.

Tossed CEO and President Eric Schmitt is a franchise industry veteran with experience growing chains such as Marco's Pizza and Atlanta Bread. Says Schmitt, "The salad segment is literally ripe for growth. Recent National Restaurant Association research shows that 75% of consumers are trying to eat healthier at restaurants than they did just two years ago. Chains are rushing to alter their menus to appeal to health conscious consumers, including mediocre salad offerings from the big fast food burger chains. Tossed has been serving this need since 1998 with rave reviews from our very first location on Park Avenue in New York City."

The Tossed Franchise Corporation has been readying for expansion. Earlier in the year, the concept was enhanced with new exterior signage and an interior makeover that included an updated color scheme and graphics. The new look is credited in large part for a major uptick in sales experienced at the newly renovated Tossed Boston franchise, located in the Prudential Center. Additionally, the company recently unveiled a new website with new food photography, "Design Your Own Salad" nutritional information, links for connecting via social media platforms, and a new online ordering system.

Traditional fast casual Tossed restaurants average 1,400 to 1,600 square feet and feature a contemporary interior design package with a non-cook kitchen. Tossed recently unveiled a new freestanding kiosk version of its restaurant concept that averages 250 square feet and is ideal for non-traditional sites like malls, airports, office buildings and college campuses.

“We are thrilled to partner with Tossed. Tossed offers relatively low start up costs with amazing unit economics, far better than any other salad concept I've seen. Because there is no scratch-cooking, restaurants are easy to operate, easy to build and offer a tremendous flexibility for real estate. Above all, they have a cult fan following and recognition in major media outlets for their premium and crave-worthy menu,” said Fransmart CEO Dan Rowe.

***About Tossed:***

Since 1998, Tossed has been the home of made-to-order salads featuring dozens of gourmet ingredients and unique dressings. The New York Post called Tossed “the granddaddy of the salad movement” and New York Magazine named Tossed “New York’s Best Salad.” Tossed also features whole wheat crepe wraps made fresh throughout the day as well as sandwiches, melts, soups and smoothies. Tossed has grown from its original location on Manhattan’s Park Avenue to include restaurants across the United States.

**To learn more about franchising with Tossed, go to [www.tossed.com](http://www.tossed.com) or call Fransmart at (949) 222-5600**