



Restaurant News

Tossed, Fransmart Team Up for Expansion

[2010-08-12] Tossed announced that it is embarking on a worldwide expansion plan. The company 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 has six restaurants open in New York City; Boston; Houston; Franklin, Tennessee; Morrisville, North Carolina; and Scottsdale, Arizona. The concept will be targeting both multiunit and master franchisees to develop territories across the U.S. and in select international markets.



Tossed CEO and president Eric Schmitt is a franchise industry veteran with experience growing chains such as Marco's Pizza and Atlanta Bread. "The salad segment is literally ripe for growth," Schmitt says. "Recent National Restaurant Association research shows that 75 percent 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 1,400–1,600 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 nontraditional sites like malls, airports, office buildings, and college campuses.

"We are thrilled to partner with Tossed," says Fransmart CEO Dan Rowe. "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."