

PRESS CONTACT:

Molly Antos

S&S Public Relations, Inc.

847/955-0700 ext. 9327

[mantos@sspr.com](mailto:mantos@sspr.com)

## **Tossed Boston Proves Salad Restaurant Chain's New Business Recipe Is Delicious Success**

*Fresh Logo and Interior, Aggressive Marketing Pays Off at Prudential Center Location  
With 19.2% Year-Over-Year Revenue Jump for First Four Months of 2010*

**FT. LAUDERDALE, FL – (June 2, 2010)** – Tossed, home of garden fresh salads, crepe wraps and sandwiches, today announced highly encouraging results for its Boston, Massachusetts franchise location, as well as its evolving corporate rebranding effort. The restaurant, located in the Shops at the Prudential Center in the city's downtown, logged a 19.2% year-over-year sales increase, propelled by the company's newly energized outreach that includes a revamped logo, fresh exterior signage, and updated interior, as well as several new marketing programs.

Tossed's upgrades at its Boston store are expected to be rolled out to other locations in the coming year, as well as to new locations nationwide as they open. The company is currently eyeing new restaurants in Chicago, Seattle and Portland, as well as in California and in its home city of New York.

"It's clear that our customers like what they see," said Eric Clark, chief operating officer of Tossed Franchise Corporation. "Our new look is clean and contemporary, yet still friendly and approachable. It fits in well with our overall corporate culture, and definitely resonates with guests."

Tossed, which offers ultra-fresh, made-to-order gourmet salads with over 50 choices of toss-ins, along with homemade dressings, whole wheat crepe wraps and a selection of fruit smoothies and more, installed its new exterior signage, interior color scheme, graphics and menu board at the Boston location earlier this year. The store at 800 Boylston Street on the main level of Prudential Center has a strong and loyal lunchtime crowd, as well as a growing breakfast and dinner clientele.

Adding to Tossed's recent Boston success are several aggressive marketing campaigns to build incremental sales. The restaurant, owned since May of 2009 by Lou Palermo and managed by Bob Lisnoff, has heavily promoted its catering menu and free lunchtime delivery. It has also joined the social media revolution by creating a Facebook page used to offer same-day specials, banner specific menu items, and to field suggestions and comments by loyal customers.

"Many people have a very close relationship with our restaurant. It suits their style of eating and their overall lifestyle," said Palermo. "We enjoy building these kinds of friendships and find it's just good business to form the bonds that will bring diners back day after day."

- more -

## **Tossed Boston Proves Salad Restaurant Chain's New Business Recipe Is Delicious Success—Page 2**

March and April of 2010 have been record breaking months for the location, which first opened in 2007. For the first quarter of this year, Tossed Boston logged an 18.5% increase in sales over the first quarter of 2009.

Tossed's interior/exterior upgrade was prototyped at its New York restaurant on Park Avenue in 2009. The logo was developed by Good Studio, and the store design was created by JBI Interiors. Tossed also anticipates launching a non-traditional kiosk footprint ideal for malls, airports and college campuses.

### ***About Tossed:***

*Since 1998, Tossed has been the home of made-to-order salads featuring dozens of gourmet ingredients and unique dressings. Now also offering 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. 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).*

###