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Tossed[®] Expands To Canada, Signs First International Franchisee

*British Columbia Residents Expected to See as Many as Four New
Tossed Restaurants in 2011 Via Entrepreneur Jeff Potoroka*

FT. LAUDERDALE, FL – (November 30th 2010) – [Tossed[®]](#), home of garden fresh salads, crepe wraps and sandwiches, today announced its first expansion outside the United States via a new franchise agreement with Jeff Potoroka, an entrepreneur from Abbotsford, British Columbia, Canada. Following an initial store opening planned for the first quarter of 2011, Tossed will work closely with Potoroka to develop as many as three additional Tossed locations in and around the Vancouver Island region in the coming year, bringing the company's famous reputation for gourmet-quality salads and sandwiches to a new base of North American consumers.

Potoroka is an experienced home appraiser, having been in the field for the past eighteen years. Since 2003, Potoroka has operated his own home appraisal company, with staff appraisers positioned throughout the Lower Mainland. Earlier in his career he also operated his own pizza business.

"Tossed Franchise Corporation is pleased to welcome Jeff Potoroka as its first international franchisee. Jeff's knowledge and background in commercial real estate, along with his food service experience, is exactly what we look for in a franchisee," said Eric Schmitt, Tossed Chief Executive Officer. "British Columbia has a reputation for environmental sustainability and healthy living. Tossed plans to work with the communities and local farmers throughout the Vancouver region to bring fresh and locally produced food products to Tossed's new customers."

Founded in 1998, Tossed restaurants are known for their ultra-fresh, made-to-order gourmet salads with over 50 choices of toss-ins, along with signature dressings, whole wheat crepe wraps and sandwiches served on artisan bread. With locations in the Northeast, East Central and Southeast U.S., Tossed's distinctive menu and fast-casual service has attracted an extremely loyal following among patrons who appreciate lighter and more wholesome fare for lunch and dinner.

In British Columbia, Tossed and its new franchisee plan to establish a new presence across Vancouver Island and into the lower mainland region. Tossed's concept is designed for both full-service and free-standing kiosk stores; because of the brand's flexibility, Potoroka is investigating office building, food court and quay locations.

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“With people looking for healthier dining options, Tossed’s unique menu and commitment to fresh food is a natural. Our process of evaluating franchise alternatives led us to Tossed earlier this year—and once we visited a Tossed location in Boston, we knew it would work well in Vancouver,” said Potoroka. “Tossed offers not only a healthier way to eat, thanks to its lineup of salads, soups, sandwiches and crepe wraps, but also the kind of service extras people like including online ordering. We believe Vancouver is going to love Tossed.”

As Potoroka’s new company grows its Tossed locations in the region, it intends to develop close relationships with local farmers to bring seasonal produce directly to customers. “Tossed is committed to supporting local growers wherever possible in all its stores. Considering the strengths of British Columbia’s ‘greenbelt’ in the lower mainland, fresh and nutritious fare should be something our customers will enjoy daily,” he said.

Tossed’s salad menu includes wheat-free and gluten-free options. To learn more about Tossed, visit www.tossed.com.

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.

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