

PRESS CONTACT:  
Molly Antos  
S&S Public Relations, Inc.  
847/955-0700 ext. 9327  
[mantos@sspr.com](mailto:mantos@sspr.com)

## **Tossed® Franchise Corporation Names Jason Chodash As Company President**

*Corporation Founder Takes On Expanded Strategic Role, Developing New Territories And Working with Marketing Team; Eric Schmitt Retains Title as Chief Executive Officer*

**FT. LAUDERDALE, FL – (December 7<sup>th</sup> 2010)** – [Tossed®](#), home of garden fresh salads, crepe wraps and sandwiches, today announced that Jason Chodash, founder of Tossed Franchise Corporation and current Executive Vice President of the company, has been named President, a title presently held by Chief Executive Officer Eric Schmitt. Chodash and Schmitt, who retains his CEO position, plan to work jointly to grow both the brand and the company’s physical presence in new markets across North America.

Chodash founded Tossed Franchise Corporation in 2004 to grow the Tossed concept beyond its origins as one of New York City’s strongest quick casual concepts. Establishing the company’s new headquarters in Ft. Lauderdale, Florida, Chodash hired Eric Schmitt, a franchise industry veteran with experience growing chains including Marco’s Pizza and Atlanta Bread, to serve as President and CEO.

Today Tossed has a presence in markets within the Northeastern, East Central and Southeastern U.S. Earlier this year it signed a franchise partnership with Fransmart, the franchise development company behind such brands as QDOBA, Five Guys Burgers & Fries, and Zpizza, to expand via new locations across the U.S. and in select international markets.

“This is an exciting time for Tossed. Our momentum is building quickly, thanks to the public’s increasing desire for fresh, healthy food,” Chodash said. “In planning for the future, our company felt the need to broaden the responsibilities of both the president and CEO posts to facilitate our expansion. Eric and I have always had a strong working relationship and we feel confident this new distribution of duties will allow us to better meet Tossed’s corporate goals.”

“From our beginning six years ago, Jason has been the visionary and primary goal setter for us. His contributions have guided us to where we are today,” commented Schmitt. “I can think of no one better qualified to be out in front of Tossed as we aggressively pursue our expansion into new markets.”

An entrepreneur since the age of 17 when he founded a sports memorabilia company, Chodash graduated from the University of Hartford with a degree in Economics and Finance. His passion for the restaurant industry led him to the original Tossed location on Park Avenue in New York City; Tossed,

- more -

## **Tossed® Franchise Corporation Names Jason Chodash As Company President—Page 2**

was already the talk of New York office workers thanks to its high-end ingredients, “create your own” salad options and online ordering system.

“I saw exactly what I was looking for in Tossed. It had a great reputation and had received a tremendous amount of favorable press coverage,” Chodash said in a 2006 interview. “Their made-to-order salads used only the best ingredients. It was a fresh, new concept.”

As the company’s new President, Chodash will focus on strategic development, working with Schmitt to open specific territories in the U.S., Canada and elsewhere. He will also work closely with the Tossed marketing team, headed by brother Brian, to develop new sales and promotional initiatives.

Tossed recently announced its first presence outside the United States through the signing of a franchise development agreement for British Columbia, Canada. To learn more about Tossed Franchise Corporation and the Tossed concept, visit [www.tossed.com](http://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](http://www.tossed.com).*

###