



Tossed signs international expansion deal

11/30/10 - Valerie Killifer

Tossed has announced its first expansion outside the United States via a new franchise agreement with Jeff Potoroka, an entrepreneur from Abbotsford, British Columbia.

Following an initial store opening planned for the first quarter of 2011, Tossed will work closely with Potoroka to develop up to three additional Tossed locations in and around the Vancouver Island region in the coming year.

Potoroka is an experienced home appraiser, having been in the field for the past 18 years. Since 2003, he 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.

Since the Tossed concept is designed for both full-service and kiosk locations, Potoroka is investigating office building, food court and quay locations.

In July, Tossed unveiled a [new kiosk offering](#) available in configurations from 242 to 265 square feet.

The company worked with The Carriage Works to develop the kiosk. The units include an updated POS system and took more than a year to develop. Other operational changes include the use of non-hood cooking equipment, the outsourcing of Tossed's salad dressings and the scaling down of the menu.

The kiosks can be assembled in about eight weeks and require a lower capital investment for franchisees.

"Literally, all you need to do is be able to run water and electricity to the unit. It's like a restaurant on wheels," said Tossed president Eric Clark. "We're very happy with the finished, clean contemporary look that the kiosks have because that's the way our food is."

The kiosks were designed with the [brand's new image](#) in mind. In November 2009, the company unveiled a new store design created by Long Beach, Calif.-based JBI Interiors.

Potoroka's stores will reflect the new design; he also will work with area food suppliers to source local products.

"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," said Eric Schmitt, Tossed CEO.

Since signing a franchise partnership with Fransmart, Tossed has signed development deals [for Washington, D.C.](#), and [Southern California](#). The agreements will bring up to 50 locations throughout both regions.