

PRESS CONTACT:

Marianna Toroyan  
The Fashion Doctors  
(561) 843-9554  
[drmtoroyan22@aol.com](mailto:drmtoroyan22@aol.com)

## **Tossed® Grand Opening Brings Its Fresh, Healthy Cuisine to Boston's Financial District**

*New Fast-Casual Restaurant Features Made-to-Order Gourmet Salads, Gourmet Wraps, Grilled Panini, Artisanal Sandwiches and Hot Soups; Events Include Fundraiser for Boston Bruins Foundation*

**BOSTON – (April 1, 2013)** – **Tossed**®, home of garden fresh salads, gourmet wraps, grilled Panini, artisanal sandwiches and hot soups, along with an array of breakfast items is proud to announce the grand opening of its second Boston location at One Post Office Square in the heart of Boston's financial district, directly across from the Norman B. Leventhal Park. Tossed offers guests made-to-order salads with over 50 choices of toss-ins, along with a menu of wholesome items designed for today's health-conscious customer.

Tossed's official grand opening celebration takes place on Tuesday, April 2<sup>rd</sup> with a VIP Party hosted by local Hingham residents and Tossed owners Brian and Dana Hanseth along with Tossed executives and the Boston Bruins Foundation, represented by Executive Director Bob Sweeney and his team. Tossed Boston and the Boston Bruins Foundation, will feature a ribbon-cutting by local VIPs, as well as the cutting of a "ceremonial head of lettuce," at 12:30 p.m. The restaurant will open to the public on Wednesday, April 3<sup>rd</sup> at 8 a.m.

Also marking the opening of the new Tossed will be a contribution to the Boston Bruins Foundation from Brian and Dana Hanseth. Held as part of the restaurant's VIP activities, the fundraiser will benefit the many scholastic and local community programs whose interest is shared by the Hanseth family and the Boston Bruins Foundation. Dana Hanseth, who grew up in Chelmsford and obtained degrees from University of New Hampshire and Lesley University, considers healthy eating an important part of her family's lifestyle something her husband Brian, a highly successful former Wall Street investment banker took to heart when moving the family back to New England.

Tossed is a nationwide franchise chain known for its distinctively fresh menu served in a warm but modern, fast-casual ambience. Tossed restaurants are known for their ultra-fresh, made-to-order gourmet salads served with signature dressings, along with gourmet wraps, artisanal sandwiches, grilled panini and hot soups. "With the Prudential Center location already attracting an extremely loyal following of guests who appreciate lighter and more wholesome fare for lunch and dinner, we're anticipating much of the same from our guests in the Financial District" stated Brian Hanseth.

- more -

## **Tossed® Grand Opening Brings Its Fresh, Healthy Cuisine to Boston's Financial District— Page 2**

"Tossed will be a truly FRESH addition to the dining offerings in Boston's financial district" said Jason Chodash, President of Tossed Franchise Corporation. While the Chief Development Officer AT Toroyan adds, "Our quest to act as environmental stewards utilizing eco-friendly decor and emphasis on recyclable products and packaging is just a small part of the message we hope to send to our guests, we with the help of extremely caring and local franchisees like Brian and Dana, strive to give a great overall dining experience." Tossed's dedication to the best in dining extends to its regard for the environment. Its stores feature a number of "green" and eco-friendly practices, from menus printed on 100% recycled post-consumer paper to salad bowls made from recycled water bottles and chairs made from 111 recycled Coke A Cola bottles.

"At Tossed we're passionate about bringing our guests the best quality food in a convenient casual dining experience with unique amenities like free Wi-Fi and cell phone charging. The grand opening of our second Boston franchise location is immensely gratifying for us," said Brian Chodash, Vice President of Marketing. "We congratulate Brain, Dana and the Tossed Boston team for their genuine commitment."

Tossed, which promotes a "FRESH food FAST." philosophy, is dedicated to exceptional guest experience. Its Web site, which allows diners to order online for pickup or delivery, also offers a nutritional calculator that was named one of the 50 Great Ideas by Restaurant Business Magazine. The calculator lets diners generate nutritional information for their salads as they're being built.

Tossed's menu includes gluten-free options. To place a carry-out, delivery or catering order at Tossed, phone 617-424-7700 or log on to [www.tossed.com](http://www.tossed.com).

### **About Tossed:**

*Tossed is the home of garden fresh salads featuring dozens of gourmet ingredients and unique dressings. Tossed also offers gourmet wraps, grilled panini, artisanal sandwiches and hot soups along with an array of breakfast items. Tossed is sprouting locations 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).*

# # # #