

PRESS CONTACT:  
Jill Schmidt  
SS|PR  
(847) 415-9311  
[jills@sspr.com](mailto:jills@sspr.com)

## **Tossed® Promotes A. Michael Toroyan To Chief Operating Officer And Director**

*Restaurant Veteran Takes on Additional Role to Assist in Broadening  
Fast Casual Salad Concept with “FRESH Food Fast” Philosophy*

**FT. LAUDERDALE, FL – (DATE) – Tossed®**, home of garden fresh salads, crepe wraps, grilled Panini, sandwiches and soups, today announced the promotion of Chief Development Officer A. Michael (A.T.) Toroyan to the additional position of Chief Operating Officer. Toroyan, who effective immediately also joins the company’s board of directors, will broaden his duties to help shape both the day-to-day and overall strategic direction at Tossed.

Toroyan is a veteran of restaurant operations and consulting who became associated with Tossed Franchise Corporation just over a year ago. Senior executives at Tossed noted that Toroyan’s experience and accomplishments in restaurant operations, real estate development, design and construction, as well as his strong performance since his hiring as the company’s Chief Development Officer, prompted his new assignment guiding the growth of Tossed.

“A.T. has proven to be an exceptional executive with a broad skill set and unparalleled drive. I believe that with his added vision, our company will reach levels of success that will further benefit the entire Tossed family,” said Eric Schmitt, Chief Executive Officer, Tossed Franchise Corporation. “His new role at Tossed will allow us to continue to make great strides.”

“A.T. understands the big picture relative to what’s needed in successful concept development,” added Jason Chodash, President of Tossed. “He has a vast knowledge base and by adding his influence in the broader scope, we’re confident that he will expand our growth at both the corporate and franchise level.”

Toroyan stated that his priority is to work closely with franchisees to build revenues by giving franchise units an even more efficient platform to work from. “Our commitment is to provide all of the necessary tools and systems so we can offer a uniquely appetizing experience for our guests, and measurable revenue gains for franchisees,” said Toroyan. “We’re a privately held company looking for sustainable long term, pragmatic growth. As a franchise company we expect that by doing right by our franchisees and our guests, the market will inherently react positively.”

Toroyan added that Tossed will remain committed to its ongoing efforts to refine training and

- more -

## **Tossed® Promotes A. Michael Toroyan To Chief Operating Officer And Director—Page 2**

operational programs while investing in additional marketing support for the benefit of its franchisees. “We are making great strides with an enhanced catering marketing program which we fully expect will deliver positive results. In short, we’re excited about the future prospects for Tossed,” he said.

Prior to his hiring at Tossed, Toroyan was a consultant to Pei Wei Asian Diner, Outback Steakhouse, Sweet Tomatoes, Red Robin Fine Burgers, Wendy’s, Carrabba’s Italian Grill and many others, as well as a managing partner in numerous restaurants. He also served as a vice president of leasing and director of legal for a major Florida retail developer. Toroyan holds a Bachelor of Arts degree in operations management from Michigan State University, and a Juris Doctorate from the University of Detroit School of Law.

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

*Tossed is the home of made-to-order salads featuring dozens of gourmet ingredients and unique dressings. Tossed is also known for whole wheat crepe wraps, grilled Panini, gourmet sandwiches and hot soups along with an array of breakfast items. Tossed has grown 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 most rapidly growing and well positioned concepts in fast casual dining. To learn more about Tossed, go to [www.tossed.com](http://www.tossed.com).*

###