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Tossed® Grand Opening Brings Its Fresh, Healthy Cuisine to LA's Financial District

*New Quick-Casual Restaurant Features Made-to-Order
Gourmet Salads, Crepe Wraps, Panini, Sandwiches and Soups*

LOS ANGELES – (March 14, 2012) – [Tossed®](#), home of garden fresh salads, crepe wraps, grilled Panini, sandwiches and soups, is proud to announce the Wednesday, March 14, 2012 grand opening of its newest location at 700 Wilshire Boulevard in the heart of Los Angeles' financial district, directly across from the Aon Center. Tossed offers diners 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. The restaurant opens to the public at 8 a.m.

Tossed is a nationwide franchise chain known for its distinctive menu and modern, quick-casual ambience. Recently named one of *Fast Casual* magazine's "2011 Top 100 Movers & Shakers", Tossed restaurants are known for their ultra-fresh, made-to-order gourmet salads served with signature dressings, along with whole wheat crepe wraps, sandwiches, grilled panini served on artisan bread, and soups. With locations either opened or in development in nine states and Canada, Tossed's distinctive menu and quick-casual service has attracted an extremely loyal following among patrons who appreciate lighter and more wholesome fare for lunch and dinner.

"Tossed will be a unique addition to the dining offerings in Los Angeles' business center. From our menu, to our eco-friendly decor and serveware, to our 100% healthy approach to eating, no other restaurant is quite like Tossed," said Khaleghian. "Los Angeles is the home of fresh eating, and that is what Tossed is all about."

"At the Y, healthy living is one of our goals and because a key part of healthy living is healthy eating, we are delighted to welcome Tossed to the Downtown community," stated Laurie Goganzer, Executive Director and Group Vice President of the Ketchum-Downtown YMCA/Hollywood Wilshire YMCA. "Like the Y, Tossed makes it easy to make the right choices."

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.

"At Tossed we're passionate about bringing our customers the best quick-casual dining

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experience available in the industry. The grand opening of our first franchise location in Los Angeles is immensely gratifying for us,” said Jason Chodash, President of Tossed Franchise Corporation. “We congratulate Chris, Christi and Michael for their efforts.”

Tossed, which promotes an “Eat Smart. Think Fresh.” philosophy, is dedicated to exceptional customer service. 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 the new Los Angeles Tossed, phone 213-612-4322 or log on to www.tossed.com.

About Tossed:

Tossed is the home of made-to-order salads featuring dozens of gourmet ingredients and unique dressings. Tossed also offers whole wheat crepe wraps, grilled panini, sandwiches and soups along with an array of breakfast items. Tossed has grown from its original Manhattan location 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 quick casual dining. To learn more about Tossed, go to www.tossed.com.

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