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New Tossed® Website Offers “Design Your Own Salad” Nutritional Information, Online Ordering

*Salad/Wrap/Sandwich Chain’s National Site Revamped to Give Diners More Convenience;
“Design Your Own” Lets You See Nutritional Value of Each Item as It’s Added*

FT. LAUDERDALE, FL – (July 20th, 2010) – [Tossed](#)®, home of garden fresh salads, crepe wraps and sandwiches, today announced another “totally fresh” innovation: the debut of its newly revamped [website](#) offering customers a host of exciting and enticing features. Topping the list is a convenient [online ordering](#) system for take-out or delivery orders from any Tossed location nationwide, as well as a [nutritional data](#) engine that provides a complete report for [every menu item](#)—including the chain’s [“design your own salad”](#) option.

Among the other improvements in the new Tossed website are pictures of every menu item to make online ordering easier; more intuitive navigation; convenient icons that allow customers to interact with all of the most popular social media sites; and a simpler method for prospective franchisees to request information.

“The new Tossed website is more attractive and functional than ever before,” said Eric Clark, Chief Operating Officer of Tossed Franchise Corporation. “Our site is no longer merely a place for information—it’s a tool that matches the priorities and interests of customers and business partners alike. Our plan is to aggressively promote our new site as a way to bring our diners in closer contact with us on a daily basis.”

Tossed’s new website features a clean, contemporary look that matches the fresh and natural atmosphere of the restaurants themselves. Menus, whether for dine-in, takeout or catering, are easy to find and well organized. Customers can also quickly find the [nearest Tossed location](#).

Salad lovers are often health conscious—and the new Tossed website doesn’t disappoint with the information it offers for making healthy decisions. Click on any menu item, and a pop-up appears with complete nutritional information provided in a chart meeting FDA standards. A [wheat-free/gluten-free menu](#) is also available for download, so diners with gluten sensitivity can quickly find suitable choices.

Tossed is famous for its “[design your own](#)” option that allows guests to make combinations that satisfy their own unique tastes. The new website has a page that lists all of Tossed’s 50-plus lettuces,

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toss-ins, chicken and seafood toppings, fruit, cheeses and dressings; every time an ingredient box is checked, the appropriate nutritional information is added to the “Nutritional Facts” chart. Once complete, the guest has a total readout of calories, total and saturated fat, cholesterol, sodium, total carbohydrates (including dietary fiber) and protein. An ingredient chart is also filled in, giving the customer everything he or she needs to make good dietary decisions.

Group Ordering Online

By clicking on the “[Online Ordering](#)” tab, customers can instantly jump to the [Tossed restaurant](#) nearest them in order to place a carryout or delivery order. Orders can be specified in advance to meet the person’s schedule, simply by clicking on the time and date drop-downs.

Custom group orders for office meetings or conferences are just as easy. The new website includes an “Invitation Ordering” option, enabling organizers to send an email invitation to friends or coworkers to order with them. The invitation links each invitee to the local restaurant’s menu; once each person’s choices are made, the order is placed. The organizer has the option to have each patron pay for their own meal; pay for the group; and even set a spending limit for each individual if desired.

Media Coverage, Franchise Information

The new Tossed website also offers [media coverage](#), [company history](#), and icons for linking to Facebook, Twitter, Flickr and You Tube. One-click access to [franchise information](#) is also included.

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](#).

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