



## **Tossed signs franchise agreement for five new Boston locations**

**5/24/11**

Tossed, offering garden salads, crepe wraps and sandwiches, today announced that it has signed a franchise agreement authorizing the development of five new locations throughout Boston.

The agreement with new franchisee Brian Hanseth will significantly increase Tossed's presence in Boston, one of its first and most loyal markets, according to a company press release.

Tossed has [signed franchise development agreements](#) in Washington, D.C. and California in the past year, turning it into a coast-to-coast operation. The chain will also expand outside the United States for the first time this summer with the opening of a Canadian location in Vancouver, British Columbia.

Hanseth, Tossed's new Boston franchisee, is an MBA graduate of New York University and veteran equities trader who was introduced to Tossed during his years on Wall Street.

"I learned about Tossed from eating at the Park Avenue restaurant when I lived in New York several years back," he said. "When my wife and I moved to Boston in 2009 to start our family, I went to work in Boston's financial district. I simply couldn't find what we had in New York City."

Tossed has been a part of the Boston restaurant scene since 2007 when it opened its first franchise in the Shops at the Prudential Center.

"Boston is a premier city for Tossed. People in Boston love our menu, our fast casual ambience and our healthy eating philosophy," said Eric Schmidt, CEO of Tossed. "As our newest franchisee, Brian believes deeply in our product as well. His passion for the concept, combined with his financial background and his business training, should make him an excellent partner for our growth in the Northeast."

Location scouting is currently underway for Hanseth's first location, with plans calling for a grand opening by the end of the year.