



Tossed Mixes It Up With First Food Court Location

August 2, 2011

Tossed, home of garden fresh salads, crepe wraps, and sandwiches, announced it has signed an agreement with a franchise group to bring the chain's healthy cuisine to the newly renovated The Cafes at Boca in the upscale Town Center Mall in Boca Raton, Florida. The new location will be Tossed's first restaurant in a food court setting, offering busy shoppers a quick, healthy food alternative, including its made-to-order gourmet salads, which were named New York's Best Salad by *New York magazine*. Opening is scheduled for fall 2011.

"More and more people want a healthy alternative to the regular food court offerings," says Tom Valeo, a partner of the franchise group. "Only fresh, high-quality ingredients like shrimp, roasted portobello mushrooms, and Goat cheese go into our salads, sandwiches, and crepe wraps. We're looking forward to providing shoppers with a delicious and nutritious meal that is never pre-prepared and is ready in just a few minutes."

The renovation of the food court at Town Center at Boca Raton is an ideal opportunity for Tossed to roll out its concept in a new inline format. Simon Property Group, Inc., owner of Town Center at Boca Raton – a luxury shopping destination and one of the United States' premier malls – is renovating the food court by introducing a contemporary design, including clerestory windows for more natural light, updated seating, and a café look-and-feel. Tossed is one of the new upscale dining concepts to be featured in the redesigned space.

Founded in 1998 Tossed promotes an Eat Smart, Think Fresh philosophy. Tossed is known for its distinctive menu and modern, fast casual ambience. The restaurants' cuisine appeals to those who appreciate lighter, wholesome fare: among its well-

known items are gourmet salads with more than 50 choices of toss-ins, along with signature dressings; wraps made with homemade, fat-free, whole-wheat crepes; sandwiches served on artisan bread; and a gluten-free menu.

“Our franchises are expanding across the country and now we’ve taken another step with our first non-traditional unit in a food court,” says Eric Clark, chief operating officer of Tossed. “Now that we have perfected the non-traditional model, we are ready to expand into airports, colleges, and other similar venues.”

Tossed’s new Boca agreement further expands the chain’s expansion surge that began late last year. Tossed has announced franchise agreements for new locations in Chicago; Boston; Los Angeles; Orange County, California; and Washington, D.C., making Tossed a coast-to-coast operation. The chain will expand outside the United States for the first time with the opening of a Canadian location in Vancouver, British Columbia, this summer.