

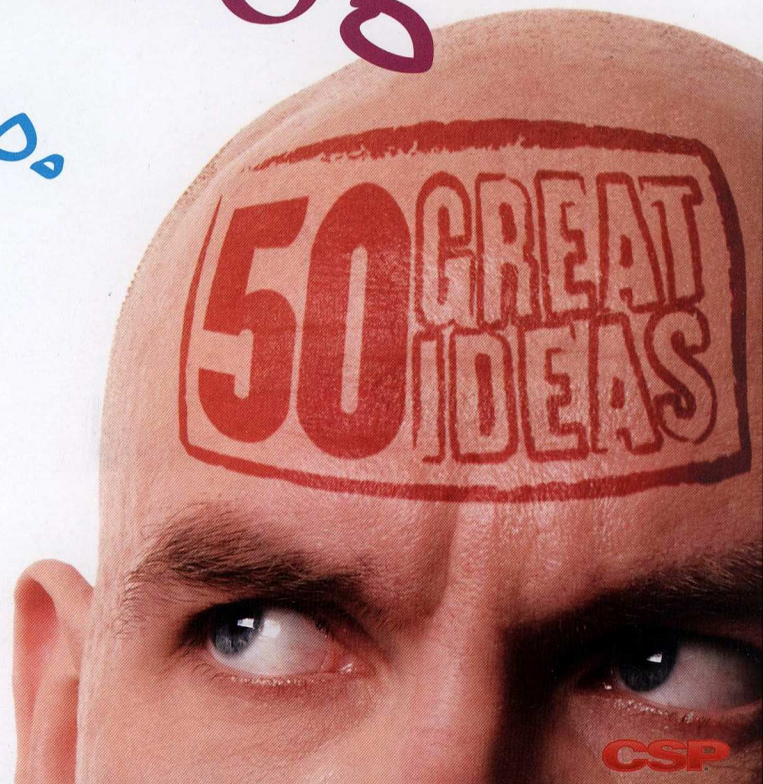
JANUARY 2011

# Restaurant Business

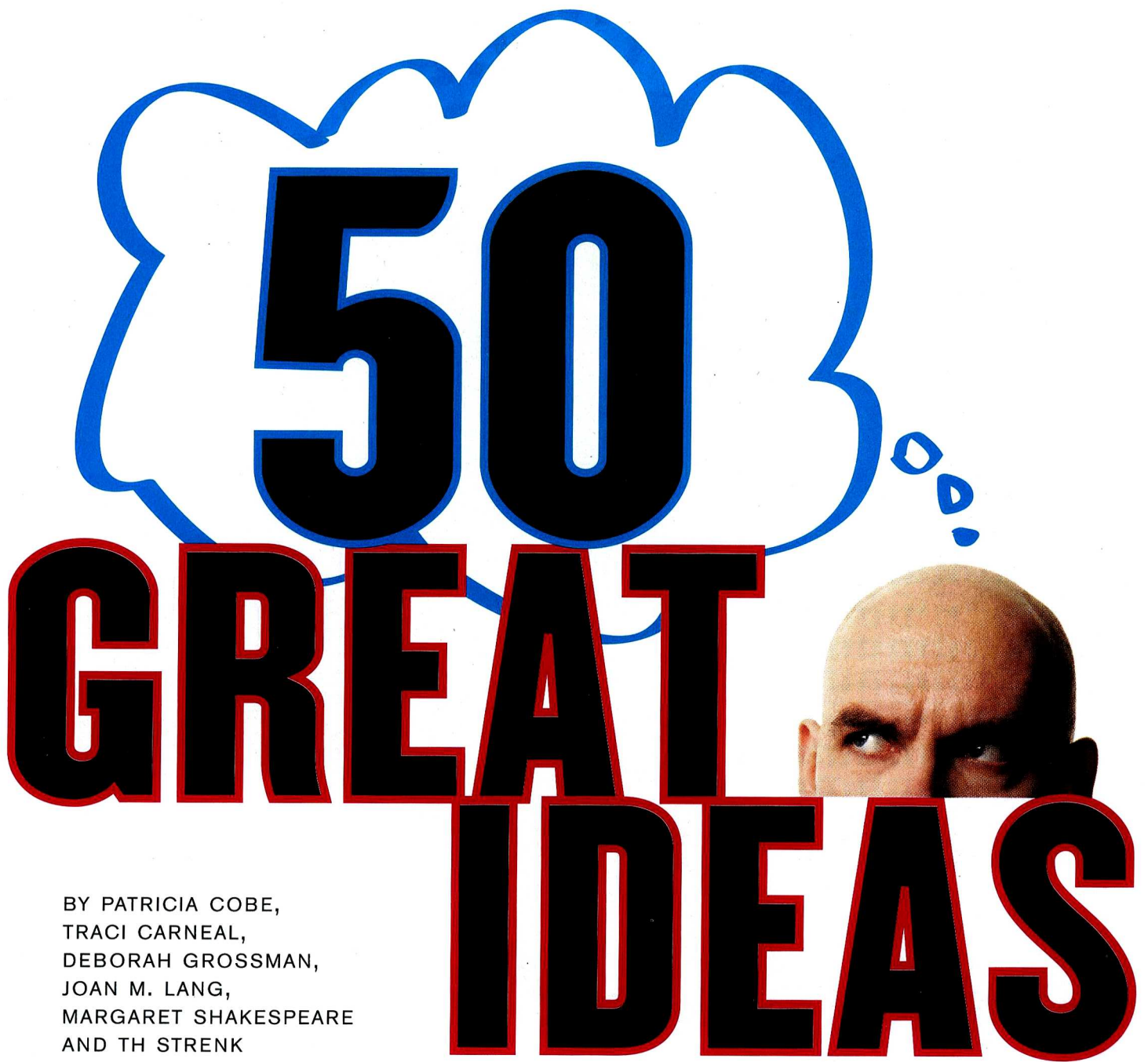
STREET SMARTS FOR THE ENTREPRENEUR



From great minds come great ideas. Our annual look at the top 50.



CSP



# 50 GREAT IDEAS

BY PATRICIA COBE,  
TRACI CARNEAL,  
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JOAN M. LANG,  
MARGARET SHAKESPEARE  
AND TH STRENK

**N**O ONE HAS TO REMIND US THAT IT'S BEEN A TOUGH YEAR FOR THE restaurant industry. But the clever folks in the hospitality biz didn't let that hamper creativity. You and your peers proved that many of the best ideas spring up during tough times. Making do with less seems to ignite the imagination and spark innovation. It also encourages ideas that rely on reinvention, repurposing and recycling—all good for the planet and good for business. Turn the page and start getting inspired by the 50 Great Ideas we gathered in 2010.

**tossed.** garden fresh salads, crepe wraps + sandwiches

Home | Our Roots | Our Menu | Lettuce Cater | Order Online | Where We Are | In The News

**Grow Your Own Tossed**  
Highlighting Information

### Design your own Salad or Crepe Wrap!

**Lettuces**

- Baby Field Greens
- Romaine Hearts
- Baby Rocket (Arugula)
- Iceberg Lettuce
- Baby Spinach

**Chicken, Seafood and More**

- Roasted Chicken
- Barbecue Chicken
- Blackened Chicken
- Pesto Chicken
- Chicken Salad with Tarragon and Mayo
- Tuna Salad with Dried Cranberries, Apples and Mayo
- Cayenne Shrimp
- Smoked Turkey
- Smoked Bacon

**Nuts, Seeds and Crunch**

- Toasted Almonds
- Crismons
- Flankin Chips
- Sunflower Seeds
- Tortilla Strips
- Walnuts
- Wonton Crisps

**Veggies and More**

- Black Bean Corn Salsa
- Broccoli
- Carrots
- Celery
- Chick Peas
- Cucumber
- Eggs
- Egg Whites
- Jicama
- Shiitake Mushrooms
- Kalamata Olives\*
- Red Onions
- Fresh Peppers
- Sugar Snap Peas
- Sun-dried Tomatoes
- Tofu
- Chopped Tomatoes
- Grape Tomatoes
- Roasted Corn
- Roasted Peppers
- Roasted Onions
- Portobello Mushrooms

**Cheese**

- Blue
- Cheddar
- Feta
- Goat
- Fresh Mozzarella
- Parmesan

**Fruit**

- Apples
- Avocado
- Cantaloupe
- Dried Cranberries
- Mango
- Mandarin Oranges
- Pineapple
- Golden Raisins
- Strawberries
- Watermelon

**Dressing**

- Tossed® Vinaigrette
- Tossed® Balsamic Vinaigrette
- Blue Cheese
- Buttermilk Ranch
- Caesar
- Citrus Chipotle
- Dijon Mustard Vinaigrette
- Honey Balsamic
- Honey Sesame
- Kalamata Olive
- Lemon Basil Vinaigrette
- Strawberry Balsamic Vinaigrette
- Thousand Island
- Two Virgins (Extra Virgin Olive Oil and Freshly Squeezed Lemon Juice)
- Extra Virgin Olive Oil
- Balsamic Vinegar
- Red Wine Vinegar

**Nutritional Chart**

Nutritional Facts	
Calories	150
Total Fat	4-5g
Saturated Fat	0g
Cholesterol	0mg
Sodium	50mg
Total Carbohydrate	27g
Dietary Fiber	5g
Protein	4g

**Ingredients:**  
Baby Field Greens, Sunflower Seeds, Carrots, Grape Tomatoes, Golden Raisins.

This nutritional information is based on standard product formulations. Minor variations in product of origin, seasonal influences, serving sizes, preparation techniques, and sampling differences may affect the nutrition value of each item. Please be advised that we may update the nutrition chart from time to time.

**Start Over**

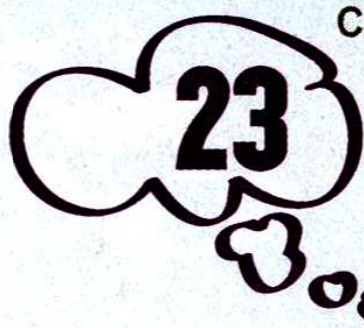
**Salads**

**Crepe Wraps**

**Design Your Own**

**Sandwiches, Melts and Soups**

## Designing a healthier salad



Customers at the six locations of

Tossed have always had the option of choosing their own salad ingredients. Now they can build virtual

salads online at [tossed.com](http://tossed.com), and as

they click on each ingredient

selection, the nutritional value will add up—calories and grams of total fat, saturated fat, cholesterol, sodium, carbohydrates, fiber and protein.

“We believe in providing choices, empowering our customers to create, improve and maintain a balanced life through the way they eat,” says Brian Chodash, VP of marketing. “Since Tossed first opened its doors in 1998 in New York City, our ‘design your own salad or crepe wrap’ became the most popular menu option. When we relaunched our Web site, we wanted to highlight the nutritional facts and how they change as customers design their own unique meals. This [tossed.com](http://tossed.com) menu feature gives customers looking to design a healthy salad the ability to do so in a fun, interactive way that is also informative.”