



INDUSTRY NEWS | July 30, 2013

Tossed Franchisee Expands Internationally



Tossed, home of garden fresh salads, hot soups, wraps, grilled panini, and sandwiches, announced the signing of a 30 unit franchise development agreement with Al Sayegh Brothers Trading Company, a multi-national conglomerate, based in the United Arab Emirates. This is the first international master development agreement for Tossed. “We look forward to growing with our new partner and will continue to execute our expansion strategy both domestically and internationally, based on our goals of profitability, as well as sustainability for our franchisees,” says A. Michael “A.T.” Toroyan, chief operating officer of Tossed Franchise Corporation.

Al Sayegh Brothers Trading Company and one of their many subsidiaries Alsa Foods is a privately owned corporation with chairman and CEO Mr. Abdul Jabbar Al Sayegh and Mansour Al Sayegh, a dynamic director whose companies are focused on growth in electronics, hard and soft goods retail, oil, food services, and export among other interests. Mansour Al Sayegh, will lead the development program with an extremely capable team of executives for its’ Tossed franchises.

Mansour, having obtained his undergraduate degree while schooling in Boston, enjoyed Tossed as a loyal guest and knows it will be an ideal fit for his company’s diversification plans. “We are looking to fully utilize the capabilities of our commissary and are excited to add the Tossed concept to our growing Alsa foods division. We realize their potential and we will initially focus on regionalization of some of the cuisine and the ability to serve guests the highest quality custom offerings prepared quickly at an excellent value. We also see an opportunity to position ourselves and Tossed, as the primary go-to, fresh food, fast casual restaurant concept throughout the Gulf States,” Mansour says. Tossed is known for its diversified menu and minimalist environment. Starting with its New York City location—rated “New York’s #1 Salad” by New York magazine—The restaurants’ cuisine

appeals to those who appreciate the highest quality, freshest fare. Among its well-known items are gourmet salads with over 50 choices of toss-ins, signature dressings, along with an array of hot and cold breakfast and lunch items, including a recently introduced amazing grilled cheese, served on artisan bread.

The Al Sayegh team will feature the company's new eco-friendly prototype design. The look includes soothing, contemporary, and nature-inspired colors; warm lighting; comfortable seating options that promote interaction and traditional seating accommodating groups of all sizes. Al Sayegh anticipates opening its first restaurant within the United Arab Emirates in 2014. "The Al Sayegh family of companies has the financial and operational strength to aggressively expand the Tossed brand throughout MENA," says Jason Chodash, president of Tossed Franchise Corporation. "Their philosophy is centered on building solid relationships and enduring bonds with their customers. This dedication to long term thinking, exceptional quality, and a complete focus on their customers, are attributes that both Al Sayegh and Tossed value deeply."

"We're enthusiastic that our relationship with Al Sayegh Brothers Trading will allow us to pave the way for the increasing interest from prospective franchisees around the globe," says Brian Chodash, vice president of marketing, Tossed Franchise Corporation. "This is a remarkable development for the entire Tossed family."