

# SHOPPING CENTER BUSINESS<sup>®</sup>

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## RESTAURANT REVIEW

# Tossed Grows New Locations Nationwide

***Fast-casual salad concept has 68 units planned under development agreements.***

— Savannah Duncan

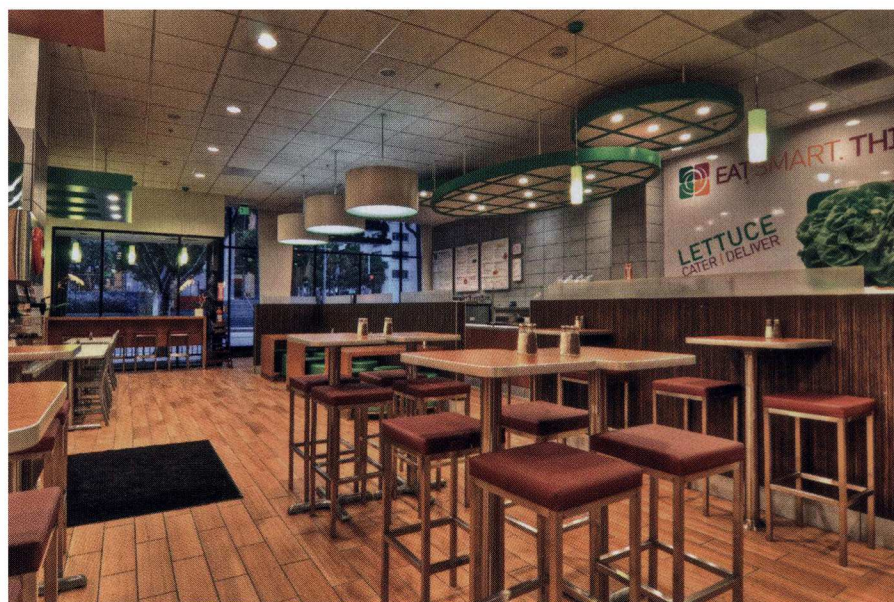
Salad concept Tossed has new restaurants sprouting up from coast to coast. Tossed opened its first location on Park Avenue in New York City, and since then, the fast-casual concept has opened seven restaurants with 68 more under development agreements in New York, Boston, Chicago, California and Washington, D.C.

The company's growth plan is franchisee-driven. A.T. Toroyan, chief development officer of Fort Lauderdale, Florida-based Tossed Franchise Corp., says the company likes to have owners who are local to the community and can better integrate with their guests on a daily basis.

"A lot of restaurants have expanded through corporate growth, and although we are well-capitalized as a franchisor, we believe there is no substitute for local, hands-on ownership," he says.

Franchisees sign a development agreement for a specific territory. The company offers both single- and multi-unit development agreements, although most franchisees develop more than one location.

"We love people with good business



Tossed, which features signature and build-your-own salads, targets a health-conscious consumer.

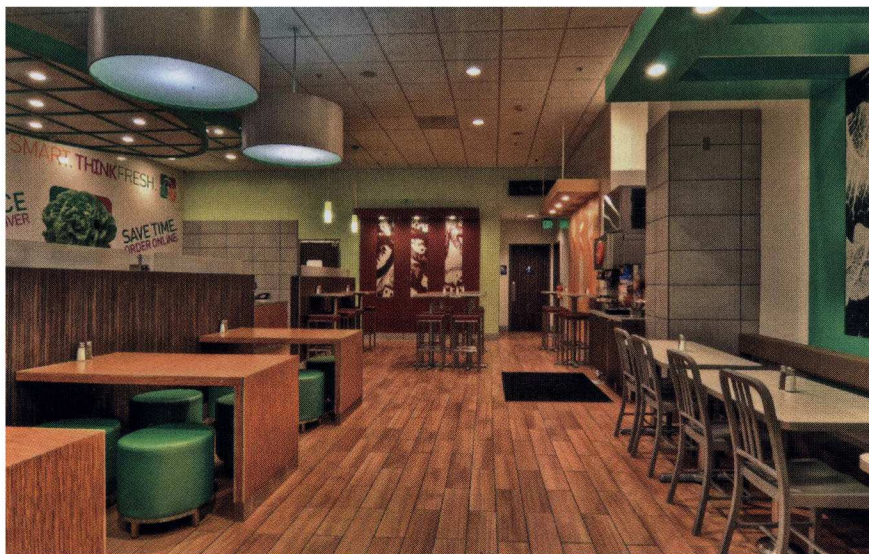
acumen who are entrepreneurial in spirit and are well financed, or have the ability to have a partner with liquid capital," Toroyan says. "That way, they have sufficient funds to not only build the restaurant, but

can also expend marketing funds working with the local community assisting the restaurant in its initial growth."

Currently, the company is looking for franchisees in the top 100 markets in the U.S., as well as international locations.

"Our goal is to saturate markets to the point where our franchisees become profitable leaders in the segment. As the brand grows, we'll be able to reach more markets," he says. "We are proactively penetrating as many markets as possible, and as more people become acquainted with the Tossed concept, it will be easier to enter secondary and tertiary suburban markets."

When it comes to the specific areas within the desired markets, the company looks for locations with a strong daytime population and a working demographic between the ages of 18 and 55 years old. Toroyan says the ideal guest is conscious of quality food served conveniently fast at an excellent value.



Launched in New York City, Tossed has been expanding in many markets. Its latest entry was Los Angeles.

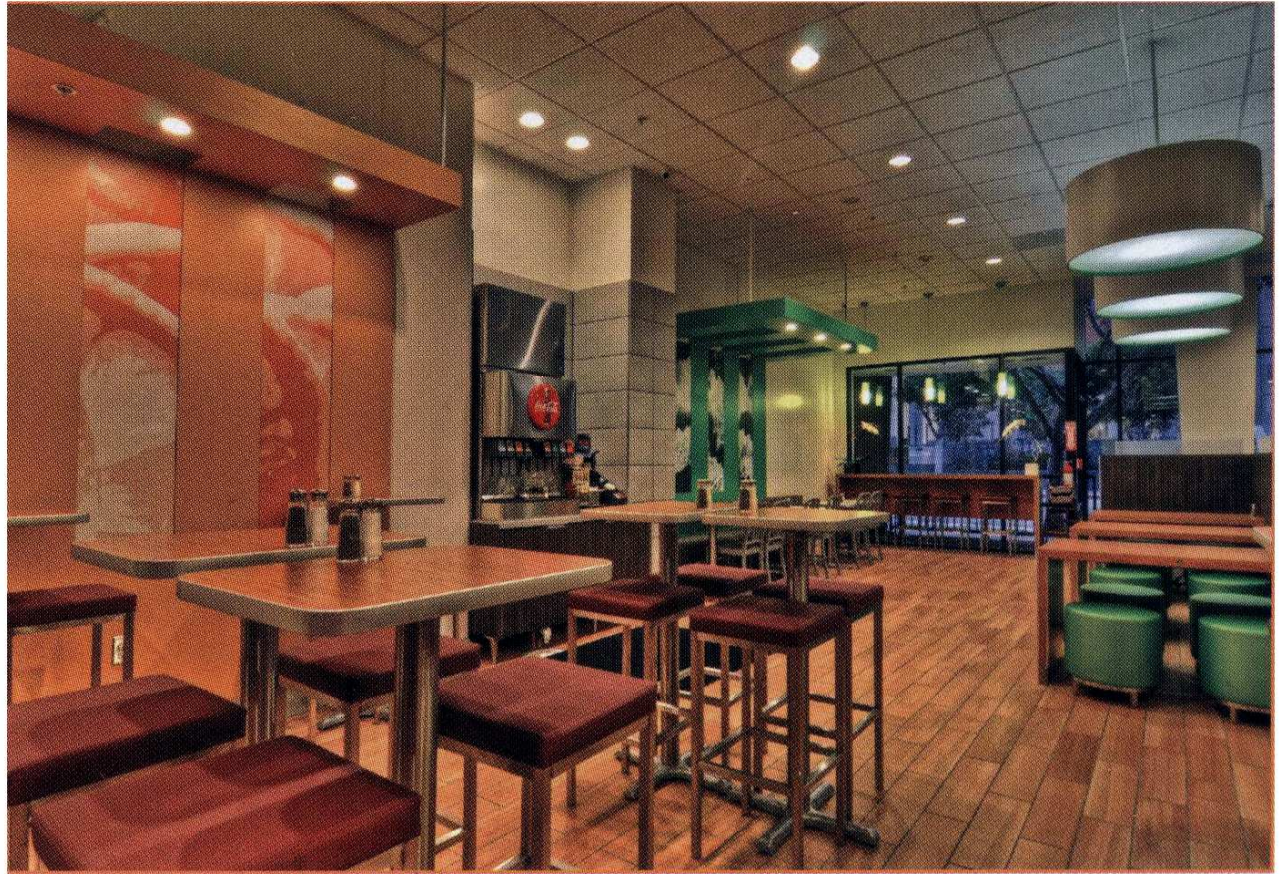
The menu certainly plays to that demographic, with a selection of chef-designed salads, as well as a “design your own salad” feature. Additionally, a variety of hot soups, grilled panini, crepe wraps, sandwiches, and sweets are also available.

The desire to attract the young, hip, working demographic is reflected in the restaurant’s décor choices.

“We have been working diligently on keeping a casual, light and airy, but warm, décor,” Toroyan says. “JBI Interiors has really come up with something that is casual, warm and clean, with vibrant colors.”

Traditionally, the desired demographics has led to more downtown, urban environments. However, Toroyan adds, in some stronger markets, the company is considering more suburban locations.

Tossed has two main concepts: a kiosk-sized store that ranges between 325 and 735 square feet, and a more traditional restaurant that can be housed in spaces between 1,750 square feet and 2,250 square feet. Toroyan says the company has been approached to possibly add air-



The average Tossed unit is between 1,750 and 2,250 square feet.

port locations. In January, Tossed opened its first mall location at the Town Center at Boca Raton in Boca Raton, Florida.

“We are soon to be, if not already, the leader in the fresh, healthy salad seg-

ment,” Toroyan says. “We are in high-growth mode, opening units in all corners of the country.” **SCB**