



Tossed guests creating New Year's resolution wraps

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Tossed is celebrating the new year with a contest encouraging guests to create a wrap based on their New Year's resolution. For example, if your resolution is to eat more protein, perhaps your wrap features turkey, bacon and cheese. Or if your desire is to visit Greece, discover a new variation using feta cheese and Kalamata olives, said A. Michael Toroyan, Tossed COO.

"The Tossed 'Wrap Up Your Resolution' contest is a great way for guests to get creatively involved at their local Tossed and have a chance at some culinary notoriety," he said in a company press release.

After creating the wrap, customers must name it and enter it with their New Year's resolutions at www.tossed.com. The deadline is 11:59 p.m. PST on Jan. 31. All entries will be judged for originality and flavor by the local Tossed franchisee, in cooperation with a team of judges from Tossed headquarters.

Each local winning entry, to be announced in February, will receive a \$100 gift card and will be featured on both tossed.com and Tossed's Facebook page. The recipe will also be featured during the month of March on the menu at the local Tossed restaurant for everyone to try.

From there, things get even more interesting, Toroyan said. Based on the highest percentage of sales generated at each Tossed restaurant by the local winner's creations, one lucky guest will have his or her entry featured at all Tossed restaurants during the month of April. The top winner will also receive an iPad Mini as a grand prize.