



## Tossed Moves to West Coast



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Tossed, a fast-casual salad, crepe, and sandwich chain, announced the signing of a franchise agreement with a Los Angeles-based investor group. The signing turns Tossed into a nationwide operation.

Tossed's new Los Angeles franchise will be led by Kourosh "Chris" Khaleghian, a long-time L.A. resident with nearly thirty years' experience owning and operating casual restaurants. Khaleghian is personally investing in the franchise, along with partners Christi Hogin and Michael Jenkins.

"Tossed is more than a restaurant. It's an idea, one that is clearly catching on with people in city after city. We've been focused on taking Tossed to every market in the country, and with today's announcement, we're taking it to one of the largest," says Eric Schmitt, CEO of Tossed.

"What's more, we couldn't be happier that we are making this move by partnering with Chris Khaleghian and his team," Schmitt says. "Chris has demonstrated his ability to successfully own and manage restaurants throughout the Southland, which bodes well for our first foray into the city."

"Los Angeles is going to be very big for us," says Brian Chodash, Tossed vice president of marketing. "Not only are people in L.A. very health conscious, but they also appreciate and celebrate fresh food. This is a natural fit for us and one that we're going to capitalize on to the best of our ability."

Tossed currently has five locations: New York City; Boston; Franklin, Tennessee; Morrisville, North Carolina; and Houston. Its restaurants feature a contemporary design package and non-cook kitchen. The concept is well suited for full-service stores as well as food court and freestanding kiosk locations.

"The more we looked into Tossed, the more we realized it had terrific potential in our city. The fresh interior design, the color scheme, and of course the menu were all exceptional," Khaleghian says. "Best of all were the salads—the best I've ever sampled. The L.A. lifestyle is built around fresh eating, and salads are at the top of the list. If Tossed's salads made it a phenomenon along the East Coast, I think we'll do very well in Los Angeles."

Khaleghian and his team are currently negotiating for a location in downtown L.A. Plans are to open the first location in the next several months, with other locations in the future.

Tossed's cuisine appeals to those who appreciate lighter, wholesome fare; among its well-known items are made-to-order gourmet salads with over 50 choices of toss-ins, along with signature dressings; crepe wraps made with homemade, fat-free, whole wheat crepes; sandwiches served on artisan bread; and a specialized gluten-free menu. Tossed promotes an "Eat Smart, Think Fresh" philosophy.