

PRESS CONTACT:  
Jessica Lafontaine  
847/415.9316  
[jlafontaine@sspr.com](mailto:jlafontaine@sspr.com)

## **Tossed® President Jason Chodash Named To South Florida Business Journal's 2011 "40 Under 40" List**

*Program Recognizes "Best and Brightest" Young Professionals in South Florida,  
Honoring Those Who Contribute to Both Business World and Community*

**FT. LAUDERDALE, FL – (DATE) – Tossed®**, home of garden fresh salads, crepe wraps and sandwiches, announced today that Jason Chodash, President of Tossed Franchise Corporation, has been named to the 2011 "40 Under 40" list of South Florida's "Best and Brightest" young professionals. Chodash, along with the program's other honorees, will be recognized by the *South Florida Business Journal*, creator of the awards, at a gala award ceremony at the Hyatt Regency Pier Sixty-Six in Fort Lauderdale on Thursday, July 28.

The *South Florida Business Journal* "40 Under 40" Awards honor those under-40 individuals who are making a difference in the business and civic life of South Florida. Hundreds of professionals were nominated for the awards; among the criteria used by the judging panel are the nominee's professional, personal, and community accomplishments in the past year.

Chodash, 33, founder of Tossed, has led the company to its place as one of America's most exciting fast casual dining concepts. Cited by *New York* magazine as having "New York's best salad", Tossed has turned its original Park Avenue location into a flourishing franchise concept. In the past year Tossed has signed expansion deals for new franchises in Southern California, Washington DC, Boston and Chicago, adding to its existing locations. Last November the company announced its first franchise outside the U.S., signing a franchise agreement in Vancouver, British Columbia.

In addition to growing Tossed's business, Chodash has emphasized the chain's community and environmental values as well. In 2010 he spearheaded a partnership between Tossed Franchise Corporation and Susan G. Komen for the Cure, launching several promotions that benefitted the charity. Tossed also has introduced a series of eco-friendly initiatives including recycled paper products, building supplies, fixtures and furniture; reducing the company's energy use through natural lighting and LED bulbs in its stores; and delivering customers' orders on bicycle or foot wherever possible.

"I've been proud to work alongside an exceptional executive and managerial team to make Tossed a nationwide standard-bearer for healthy eating. It's hugely gratifying to see these efforts recognized through the '40 Under 40' program," Chodash said.

- more -

## **Tossed® President Jason Chodash Named To South Florida Business Journal's 2011 "40 Under 40" List—Page 2**

The "40 Under 40" program is sponsored by the H. Wayne Huizenga School of Business and Entrepreneurship at Nova Southeastern University. Honorees are profiled in a special section of the June 24 issue of *South Florida Business Journal*.

### ***About Tossed:***

*Since 1998, Tossed has been the home of made-to-order salads featuring dozens of gourmet ingredients and unique dressings. Tossed also offers whole wheat crepe wraps made fresh throughout the day as well as sandwiches, paninis, soups and smoothies, Tossed has grown from its original location on Manhattan's Park Avenue to include restaurants across the United States. Tossed Franchise Corporation, based in Fort Lauderdale, Florida, offers franchises to companies and individuals interested in one of the freshest, most exciting concepts in fast casual dining. To learn more about Tossed, go to [www.tossed.com](http://www.tossed.com).*

####