



Tossed names salad contest winner

Tags: Food & Beverage, Health & Nutrition, Marketing / Branding / Promotion, Soup/Salad
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Tossed and Los Angeles Universal Preschool (LAUP) have announced the winner of salad contest aimed at raising money for Los Angeles County preschools. Maria Andrade, a network compliance analyst for LAUP, created the LAUP Marathoner's Delight, a concoction of baby field greens and baby spinach, jicama, strawberries, dried cranberries, smoked turkey and feta cheese sprinkled with fat free raspberry vinaigrette.

Andrade's winning entry will be featured on the menu at Tossed's newest location in the heart of Los Angeles' financial district, directly across from the Aon Center. Whenever anyone purchases the LAUP winning salad, Tossed LA will donate a portion of the proceeds to LAUP, in support of its mission. Since 2005, LAUP has supported the operation and/or development of hundreds of preschools in the area, helping more than 50,000 children receive a quality and affordable preschool education.

Andrade is known at LAUP for her healthy lifestyle. A newly-committed marathon runner, she started a weekly lunch-time ritual at LAUP's offices to which colleagues bring in fresh, healthy salad ingredients to create and share.

"When Tossed announced the salad contest, I was inspired to enter because I thought that this would be a great opportunity to create a healthy and enticing salad named after LAUP and to help raise awareness of our wonderful non-profit organization, as well as recognition about our participation in next year's 2013 L.A. Marathon," Andrade says. "After I had selected my ingredients, I thought of a name that would relate to my recent participation in the 2012 L.A. Marathon and our well-deserved triumph."

The Los Angeles eatery is Tossed's seventh location and 68 more are in the works around the country.

"Maria's passion for healthy eating and living is something Tossed champions through its menu of fresh, quality ingredients and 'Eat Smart Think Fresh.' philosophy. Her winning entry will be an excellent addition to our L.A. menu, and we are excited to be partnering with LAUP to help serve L.A. County preschools," said Jason Chodash, president of Tossed Franchise Corporation.