



**justsalad**

PRESS KIT 2013

NEW YORK • HONG KONG

## Our story

Just Salad began with a simple question:

# Why is there such a shortage of healthy fast food?



In May of 2006, after two years of research and preparation, **Just Salad** opened its doors to the public on 51st Street and Park Avenue in New York City. It was an immediate sensation. Just Salad has now grown to 12 locations in NYC and 2 in Hong Kong.

Every detail of **Just Salad** was thought out carefully. Customers continue to enjoy everything from the music to the environmentally friendly bowls. Shipments of fresh ingredients are delivered every morning, so patrons are happy knowing that they are getting the freshest possible meal.

Nick Kenner and Rob Crespi were tired of the options available to them for lunch in midtown Manhattan. So, instead of continuing to settle, they set off to develop a restaurant concept that would serve healthy food in a fast and fun environment. To help turn this dream into a reality, Nick and Rob partnered with Chef & Nutritionist Laura Pensiero.

Already world-renowned for her inventive and nutritious cooking, Chef Laura joined **Just Salad** after founding Chef4Life, a life-long initiative focused on making healthy food enjoyable. Chef Laura made it a priority to stay true to the Just Salad mission: offering a meal that would be healthy, delicious, and affordable. Chef Laura designed the Just Salad menu from front to back, creating healthy and unique homemade dressings, as well as thirteen enticing chef designed salads. Chef Laura continues to curate the Just Salad menu on a seasonal basis.



# Chef Laura



## Laura Pensiero,

chef and creator of the Just Salad menu, has worked hard to bring you choices that are healthy, fun and unique. She combines her culinary and nutrition expertise across a diverse range of food and health industries. A graduate of the French Culinary Institute, Laura is also a cookbook author, nutrition and culinary consultant, registered dietitian, health educator and 'eat local' industry spokesperson. Through her flagship organization (Gigi Hudson Valley), Laura owns the award winning restaurant, Gigi Trattoria, in Rhinebeck, New York, as well as Gigi Market in Red Hook, NY and a regionally expanding catering business serving the Hudson Valley.

Laura comes by her 'eat local' credentials honestly. Gigi Trattoria was one of the first restaurants in the Hudson Valley to source the bulk of its ingredients from local suppliers from its inception nearly ten years ago.

Laura's efforts have been recognized locally and nationally. In May 2005, *O, The Oprah Magazine* named Laura one of the "Five Most Giving and Gifted Food Professionals" for her work as a nutrition and culinary educator. She is a deeply committed supporter of the Hudson Valley's farmers, ranchers and food artisans through her writing and educational outreach. As a passionate spokesperson, Laura coauthored *The Strang Cancer Prevention Center Cookbook* and most recently *Hudson Valley Mediterranean: The Gigi Good Food Cookbook* which was named one of *Food and Wine's* top 10 cookbooks for 2009. She is also a frequent contributor to *Shape*, *Prevention*, *Today's Diet and Nutrition*, *O, The Oprah Magazine*, and *Figure* magazines. Her articles have also appeared in *Real Simple*, *Fitness Magazine* and *Your Way*.

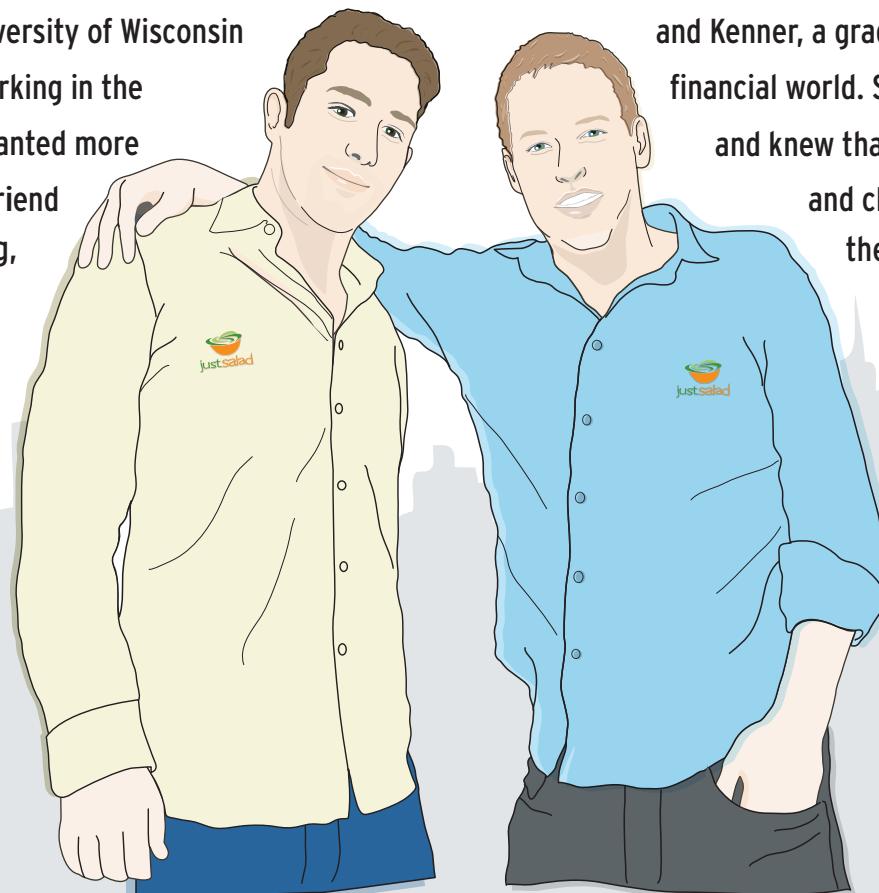
[www.gigihudsonvalley.com](http://www.gigihudsonvalley.com)



## The Brains behind the Operation

### Friends since 8th grade, New York City natives

Rob Crespi and Nick Kenner paired up in 2006 to bring Manhattan a fresh approach to lunch. Crespi, a graduate of the University of Wisconsin found themselves working in the lunch grind, this duo wanted more. They enlisted friend and chef Laura Pensiero to design a menu. Before long, and Kenner, a graduate of Colgate University, financial world. Sick of the same old midtown and knew that they were not alone in their



*Rob Crespi*

Rob Crespi  
Partner, Just Salad

*Nick Kenner*

Nick Kenner  
Managing Partner, Just Salad





# Mission Statement

Just Salad is about serving Healthy, great tasting food in a Fast, Fun and Responsible way for Value prices. We will never stray from this goal!

**HEALTH:** Our goal is to deliver quality food that we are proud of, so that our customers feel good about what they are eating. We offer raw, steamed, and baked food- no deep fryers! Chef Laura always considers flavor, caloric, carb, fiber, fat gram based goals when designing salads.

**FAST:** We understand that the best service is fast and attentive. Fast is part of our culture and we take throughput seriously because your time is not a joke.

**FUN:** We always make our guests' experience as enjoyable as possible with fun music and friendly service. Our team members always treat other team members with respect and deliver customers the service they deserve.

**RESPONSIBLE:** We are environmentally and socially responsible. We aim to be creative in meeting these goals, whether it be our cool reusable bowls or having our average hourly wage at 25% above federal minimum wage.

**VALUE:** We deliver value: 2 Free Essentials when reusing your bowl, 5-10% off when you use your loyalty card, 99 cent beverage or snack specials every month, and menu pricing that is fair and easy to understand.



## Various Just Salad Stores



## Various Just Salad Stores



## Just Salad Merchandise & Websites

Loyalty card members  
get extra discounts!



Reusable Bamboo Utensil set!



A screenshot of the Just Salad website homepage. The header features the Just Salad logo, navigation links for ORDER NOW, MENU, LOCATIONS, CATERING, and CULTURE, and links for Activate Card, Franchise, Jobs, Contact Us, and New York (change). The main section is titled "SPRING SEASONAL" and shows four salad bowls: SPRING SLAW, BUFFALO CAESAR, CAJUN PECO GRILL, and THAI-TASTIC. Below the salads are sections for NEWSLETTER SIGNUP, APRIL PROMOTION (only 99¢), REUSE &amp; GET 2 FREE ESSENTIALS (OR 1 FREE CHEESE), and NUTRITIONAL CALCULATOR.

Visit the website  
to order online!

Check out  
Just Salad's Blog

A screenshot of a blog post titled "VIP Pink Bowl #pinkbowlsSwagger Instagram contest!". The post is by JKONDE on April 04, 2013, at 9:15 PM. It features a photo of three women in pink dresses and hats holding pink bowls. The text encourages readers to take a photo with as many pink items as possible and upload it to Instagram with the hashtag #pinkbowlsSwagger. The sidebar includes links for BACK TO BLOG, Topics (Announcements, Customer Profiles, Just Salad Abroad, Just Salad Updates, Newsletters, Promotions), and Archives (listing months from April 2013 down to July 2012).



## Just Salad Reusable Bowls

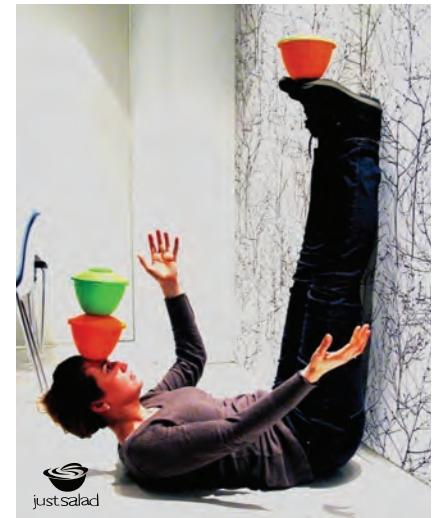


The re-usable bowl is what Just Salad is all about: having fun, rewarding loyal customers, and making environmentally-conscious decisions. **Every time you reuse your Just Salad reusable bowl, you get 2 FREE toppings!!**



  
**just salad**

## Just Salad Reusable Bowls



# The Online Nutrition Calculator



## NUTRITION CALCULATOR

Calorie Diet: 2000 Set as default Print

**1 Build Your Meal**

Start Diet: Buffalo Chicken Salad

**2 Customize**

Buffalo Chicken Salad containing:

- 1.0 Iceberg (X)
- 1.0 Romaine (X)
- 1.0 Celery (X)
- 1.0 Tortilla Strips (X)
- 1.0 Buffalo Chicken (Grilled) (X)
- 1.0 Cabot Pepper Jack (X)

**3 Share This Meal**

Share URL: <http://www.nutritionix.com/m/ms4aH6> Highlight

Last Updated: Tuesday, April 2, 2013

Please note that these nutrition values are estimated based on our standard serving portions. As food servings may have a slight variance each time you visit, please expect these values to be within 10% +/- of your actual meal. If you have any questions about our nutrition calculator, please contact Nutritionix. [Full Disclaimer](#)

**Nutrition Facts**

Serving: 1.0 x Buffalo Chicken Salad

Calories 330.0	Calories from Fat 140.0
Total Fat 15.0g	% Daily Value*
Saturated Fat 7.0g	23%
Trans Fat 0g	35%
Cholesterol 85.0mg	28%
Sodium 440.0mg	18%
Total Carbohydrates 15.0g	5%
Dietary Fiber 3.0g	12%
Sugars 4.0g	
Protein 30.0g	
Vitamin A 97.0%	Vitamin C 37.5%
Calcium 6.5%	Iron 10.5%

\*Percent Daily Values are based on a 2000 calorie diet.  
**INGREDIENTS:** Iceberg, Romaine, Celery, Tortilla Strips, Buffalo Chicken (Grilled), Cabot Pepper Jack  
[Disclaimer and Allergen Alert](#)

Calculator powered by 

**NUTRITION FACTS**

Calories	330
Total Fat	15g
Total Carbs	15g
Sugars	4g
Protein	30g

**Ingredients:**  
Apples, Asparagus, Butternut Squash, Olives, Pepper, Cranberries, Iceberg

See what you're eating anytime you want!



# It's Everyone's Salad Days

Publication: The Wall Street Journal | Article: It's Everyone Salad Days | Date: September 21, 2012

**THE WALL STREET JOURNAL.**

METRO MONEY | September 21, 2012, 9:38 p.m. ET

## It's Everyone's Salad Days

[Article](#) [Comments \(1\)](#)

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Back in the imaginary golden past, a working New Yorker's lunch consisted of a steak and three martinis. Then came the salad bar, which had no martinis but at least left you free to create a dish composed entirely of, say, bacon bits and blue cheese. These days, the rage among Manhattan office workers is the sensible create-a-salad joint—places like Just Salad and Chop't—where cafeteria-style servers dole out modest portions of broccoli, skinless chicken and, for the truly feckless, low-fat feta. There are more than 50 of these eateries in Midtown alone, each cranking out 300 to 400 custom salads during a typical lunch rush.

I go to these joints when I'm trying to be good, as does everyone. They're especially crowded on Mondays, when folks are compensating for weekend indulgences, says George Buono, president of the 11-store Café Metro chain. "The Monday after Thanksgiving is one of the biggest salad days of the year," he says.

  
Philip Montgomery for The Wall Street Journal  
The author, notebook at the ready, weighs the five salads she purchased.

These places are healthy, fast and way more expensive than your traditional deli salad bar. I bought five salads from five different chains and took them home and weighed them. On average, they cost \$10.90 a pound, compared with \$7 to \$8 a pound for Korean deli salad.

But some are cheaper than others. I ordered the same custom salad at all five chains (my favorite combo of chicken, blue cheese, avocado, onion, carrot and celery) and found a \$5.14 price difference between the cheapest (Café Metro) and most expensive (Chop't). If you're buying salad twice a week, which the chains tell me is the typical customer's pattern, that's a \$500 a year difference.

Of course, you get what you pay for, sort of. At the fancier chains (Chop't, Just Salad, Fresh & Co.), you can expect a wider selection of greens and toppings, louder music and loads of in-store messaging explaining why your salad will be really, really great. You'll also enjoy a visit to a special chopping station, where a young man with huge biceps will attack your lunch until it looks like it's gone through a paper shredder.

Chopping is all the rage these days: Not only does it make for a tastier salad (you get a bit of everything in every bite), it makes the dish easier to eat in front of the computer. Next year, they'll be pureeing our salads so we can sip them through straws.

There's no chopping station at Café Metro, but it's the best deal. For \$7.99, one can get a bowl of greens and nine toppings, including a serving of protein and two "premium" options such as cheese and avocado. My salad was crisp and flavorful, if on the small side, weighing in at 13.9 ounces with two ounces of chicken. (Mr. Buono says a three-ounce portion is standard.) Another plus: Unlike the high-end chains, Café Metro offers —yay!—cheesecake and Jell-O.

Another lower-cost option: the Pax Wholesome Foods and Europa Cafe chains. I lump them together because, as it turns out, they are owned by the same company and offer an identical menu with identical prices. I know, it's weird, but they are.

**The best salad came from Just Salad.** Priced in the middle of the pack (\$10.98), it featured super-crisp romaine, big chunks of avocado, uber-tangy blue cheese and a truly heaping portion of chicken - 4.7 ounces, which managing partner Nick Kenner says is standard. Plus, you get free extra toppings if you use the chain's reusable bowl. (Just have the intern wash it!)

On the downside, I found the service slow. I waited 15 minutes for my salad at the Center location, 16th Street and Madison Avenue, and the server was apologetic about the wait. She was wearing a mask and gloves, though, so I guess she was being safe. I grabbed fistfuls of toppings with their gloved hands. When I failed to procure a ticket up front, the lettuce lady made it clear I was a world-class fool, rolling her eyes and sighing. Thumping dance music, meanwhile, ensured everyone was shouting to be heard. Mr. Kenner acknowledged the lunchtime rush can be overwhelming: "It's something we are always working on."

At Fresh & Co., operated by the same folks who brought us Café Metro, the emphasis is on locally raised, pesticide-free, etc., and you can get real fancy with the ingredients: Options include grilled flatiron steak (\$3.50) and seared tuna (\$5). Alas, my \$11.35 salad was a disappointment: strangely bland, skimpy on the chicken (just 2.2 ounces) and a bit wilted by the time it got home. Mr. Buono agreed this could have been due to my server's overzealous chopping.



It's my pet theory that despite their protests to the contrary, New Yorkers love long lines. How else to explain the 46 customers waiting for salad at Chop't? Here, the pitch is similar to Fresh & Co.'s ("Just wholesome, delicious, farm-fresh food"), but I suspect what really makes folks crazy is the size of the salads. They are huge, presented in 48-oz. plastic tubs, compared with the standard 32-oz. tub offered by competitors. Co-founder Tony Shure says the big tubs date back to the chain's launch in 2001, when salad-as-lunch was a novelty and folks needed assurance they wouldn't go hungry.



## The Rise of Lettuce-based Midtown Meat Market

Publication: New York Magazine | Article: Salad Days | Date: August 6, 2006 | Author: Emma Rosenblum

**NEW YORK**  
NEWS & FEATURES

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INTELLIGENCER Text Size: A A A ADVERTISEMENT

## Salad Days

**The rise of a lettuce-based midtown meat market.**

By Emma Rosenblum | Published Aug 6, 2006 | Share



A salad bar on the corner of Park Avenue and 51st Street doesn't seem like the most obvious place for youthful romance, but on a sunny day, there's a mob of post-collegiate suits lining up at Just Salad for takeout of leafy green veggies—and each other. Most of the credit goes to owners Nick Kenner, 25, and Rob Crespi, 24. "We wanted to open a lunch place for the young, hipper crowd that I saw in midtown," says Kenner, who worked at a hedge fund for two years before quitting to become an arugula entrepreneur. Their spot has taken off since it opened in May. "There are always attractive girls and guys my age there," says Michele Waldman, a 25-year-old regular. "And Nick and Rob are so cute and flirt with all the girls in line—it's great," she says. And, of course, there are also those healthy salads. "Cute guys plus carb-free dressing? I'm so in," she adds. With the women hooked, other guys follow. We stopped by on a recent Wednesday.

**Steve Newhouse**  
25, investment-research manager  
**Why are you here?**  
There are a lot of attractive women in here. And the dressings are great. I come here for the dressings and the girls, basically.

**Jason Zacker**  
23, real estate  
**Have you ever met anyone here?**  
I actually met the person I'm seeing here.  
**How did that happen?**

She was ahead of me on line, and I had the guts to say something, and it's working out.



## 30 Under 30: America's Coolest Entrepreneurs

Publication: Inc. Magazine | Article: 30 Under 30: America's Coolest Entrepreneurs List | Date: 2007

The screenshot shows the Inc. Magazine homepage with a yellow header bar. Below it, the main content area features a banner for "The UPS Store" with the tagline "WE ♥ LOGISTICS". A navigation bar at the top includes links for HOME, MAGAZINE, BLOGS, ASK INC., TOOLS, GUIDES, INC.TV, EVENTS, NEWSLETTERS, SUBSCRIBE, and RSS. A search bar is also present.

**#24 NICK KENNER  
#25 ROB CRESPI  
JUST SALAD**

**Ages:** 26 (Kenner) and 25 (Crespi)  
**Location:** New York  
**2006 Revenue:** \$500,000  
**Employees:** about 50  
**Year founded:** 2005

Kenner and Crespi left their jobs in finance to go into the risky restaurant business together. Their idea for Just Salad came when they realized there weren't enough quick, healthy lunch options near their offices in Midtown. With the help and knowledge of a family friend -- chef Laura Pensiero, who developed the menu and created 27 unique dressings -- Just Salad opened its doors in 2006 to a line of hungry professionals, including many young professionals, for whom Just Salad has become a defacto singles scene. The lunch spot was such a hit that Kenner and Crespi were able to open another location only eight months later. Revenue is expected to top \$3 million this year.

[Previous](#) | [Next](#)  
[Return to 30 Under 30](#)

**JUST SALAD** **Ages:** 26 (Kenner) and 25 (Crespi) **Location:** New York  
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## Lunch, Landfills and What I Tossed

Publication: The New York Times | Article: Lunch, Landfills and What I Tossed | Date: October 21, 2011

The New York Times

### N.Y. / Region

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION

#### Lunch, Landfills and What I Tossed



Tony Cenicola/The New York Times

By MIREYA NAVARRO  
Published: October 21, 2011

The New York Times

October 23, 2011



Yana Paskova for The New York Times

Outlets of the Just Salad chain sell reusable bowls.

Other restaurants are encouraging reuse with discounts and freebies. [Just Salad](#), a New York City chain with seven outlets in Manhattan, sells a special reusable plastic salad bowl for \$1 and gives customers two free toppings every time they use it.

Nick Kenner, a managing partner of the chain, said the bowl was a big hit. "One out of four walk-in customers brings back the bowl," he said.



# Martha Stewart Living Debut on NBC

Publication: MarthaStewart.com | Article: Immunity Bowl Salad Recipe | Date: October 5, 2008

The screenshot shows the Martha Stewart Show website. At the top, there's a navigation bar with categories: FOOD, ENTERTAINING, HOLIDAYS, WEDDINGS, CRAFTS, HOME & GARDEN, PETS, WHOLE LIVING, TELEVISION, and SHOP. Below the navigation is the Martha Stewart logo. To the left, there's a sidebar with links for "THIS WEEK ON THE SHOW", "GET TICKETS", "ABOUT THE SHOW", and "VIDEO ARCHIVE". Under "All TV Shows", it lists "The Martha Stewart Show", "Mad Hungry", "Whatever with Alexis and Jennifer", "Everyday Food", "Seasons 5-6", and "Everyday Baking". Below that is a "Show Schedule" section with a zip code search bar. Further down is a "Find Hallmark Channel in your area" section with a similar search bar. There's also a "Watch" link for "The Martha Stewart Show" on the Hallmark Channel. A prominent yellow banner on the left says "Two FREE Grocery Totes". The main content area features a recipe for "Just Salad Immunity Bowl". It includes a thumbnail image of the salad, a title, a comment count (1 Comment), and sharing options (SAVE, RATE, PRINT, EMAIL, FACEBOOK). A detailed description follows: "This delicious and healthy salad, courtesy of Rob Crespi and Nick Kenner of Just Salad, packs numerous nutrients into one meal." To the right of the main content is a sidebar for "Get Dinner Tonight" which includes sections for "On Your iPhone" (with a phone icon showing the app) and "By SMS Text Message" (with a link to "Get Dinner Tonight by Text"). There's also a "HELP PROTECT" button. At the bottom of the main content area is a video player for a YouTube video titled "Just Salad on Martha Stewart!" uploaded by user kik8185.

Media outlet: YouTube | Episode: Just Salad debut | Date: April 10, 2007



## "The Healthy Value Meal" Next Magazine introduces Just Salad to Hong Kong

Publication: Next Magazine | Article: "The Healthy Value Meal" Just Salad Introduction to Hong Kong | Date: Summer 2009

抵食健康沙律

沙律由蔬菜为主，五星级酒店菜，23款沙律酱及超过10款配料，特别加入了薯片，三文鱼等健康人口味选择。另有十款精制沙律，欧洲风味\$10。（图）

Just Salad

地址：中环摆花街30-34号地下10號  
電話：2860-0919  
營業時間：星期一至六11am-8pm  
星期日及公眾假期  
電話：新世界大廈330號

火腿club帶\$45主要是蜜汁火雞配牛油  
蜜糖，很特別。

▼ 配料多達80款，其中包括如蘿蔴、蘿蔴、蘿蔴之類的基本款式，四款配料堆單  
\$45，比其他沙律店低。

另一間沙律專門店Just Salad，剛剛又在  
自美國紐約總店由兩個廿五歲後生仔開辦。請  
來崇尚健康的Chef Laura設計餐單，短短三年已  
吸引唔少New Yorker。

香港店以外賣為主打，入到店內，即見到  
長長一列的沙律櫃，可順着櫃位挑選揀料揀汁，  
專人替你將蔬菜切好攪均勻，就放入JS膠碗供  
你带走。最正係如果之後帶向JS辦幫襯，即刻  
近兩款配料，本來\$45一客沙律包四款料（4款  
免費，24款要另加\$5-\$10），帶碗去即共有六  
款，不過幫襯city super，店舖販售環保，食物  
固然注重健康，醬料每日鮮製，强调少鹽少糖，  
仲列明標款無糖，無膽固醇，低納，低碳水化合物  
或純素食等，很細心。

所有配料放於沙律櫃內。  
▲ 擁切菜用的三刀片沙律刀  
也路足美國店。

2009年1月8日 164

"Just Salad was started 3 years ago by two young entrepreneurs in New York and now offers Hong Kong a healthy and yummy takeout lunch option. As you travel down the long counter you pick your toppings, the salad gets cut and tossed and packaged in the bright Just Salad bowls. The best part is if you bring back the bowl for your next visit you get 2 free toppings-making it cheaper and more environmentally conscience than its competitors like City Super. The variety of daily made dressings and the amount of detail on the menu allows you to craft a meal with minimal sodium and added sugar."



## Salad Match, a Dating Portal for Lusty Lettuce Lovers

Publication: Grub Street New York | Article: Salad Match, a Dating Portal for Lusty Lettuce Lovers | Date: July 13, 2010

The screenshot shows a web browser displaying the Grub Street New York homepage. The main headline reads "GRUB STREET New York" with "New York" in green. Below the headline, there's a search bar and a "TOP STORIES" section. The main content area features an article titled "Salad Match, a Dating Portal for Lusty Lettuce Lovers". The article includes a small logo for "salad match" (a red heart with the words "salad match" on it) and several paragraphs of text. A sidebar on the right side of the article contains a larger version of the same text.

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Grub Street NY home

# GRUB STREET New York

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## Salad Match, a Dating Portal for Lusty Lettuce Lovers

7/13/10 at 5:13 PM 2 Comments

**Four years ago, New York ran an item on “the rise of a lettuce-based midtown meat market,” about the dating scene among finance post-grads at Just Salad. Now Nick Kenner and Rob Crespi have gushed one female customer, have launched a dating portal that lets you cruise for fellow leaf lovers and get together for some romantic salad tossing. Kind of like Jamie Oliver’s foodie dating site! It’s called Salad Match. Singles enter their favorite toppings, dressing, and even their chopping, bread, and recycling preferences, and then upload a photo. When we entered some random information (we love string beans, lemon juice, reusing our bowls, and “watching carbs”!), we got four matches (none of them over a 10 percent match) – including a woman who described her “ideal salad soulmate” as “someone who loves salad but cheats sometimes!!!” Another said her salad soul mate is “veggie centric but not meat averse and ... likes walks, picnics, and bike rides.” Fit as they looked, none of them really “bowled” us over – har har. As for the dudes, one said his salad soul mate is simply “hot,” and another is looking for “someone who runs with the pack but doesn’t like taking orders from an Alpha Male.” Hey, if Whole Foods can be a pickup spot, why not Salad Match? At least you know you won’t get taken for a \$40 steak on your first date.**

Hey, if Whole Foods can be a pickup spot, why not Salad Match? At least you know you won’t get taken for a \$40 steak on your first date.



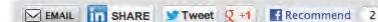
# Breakout Brands: Just Salad

Publication: Nations Restaurant News | Article: Breakout Brands: Just Salad | Date: January 28, 2013

## Breakout Brands: Just Salad

Nora Caley

Jan. 28, 2013



COMMENTS 0



This is part of the 2013 NRN 50 special report, "Breakout Brands." This year NRN takes a look at 50 brands that are some of today's hottest emerging concepts. Meet the concepts shaking up the restaurant marketplace.



### BREAKOUT FACTOR:



Healthful bent

Nick Kenner, co-owner and co-founder of Just Salad, has a goal that, while lacking in measurability and timelines, is certainly lofty.

"We would like to be in every city in the U.S.," he said. "And beyond."

The eight-unit chain already has established a presence in some very large cities. Kenner and co-owner Rob Crespi have opened six locations of the fast-casual, watch-it-being-prepared salad chain in New York. They also have one Just Salad branch in Singapore and one in Hong Kong — cities that Kenner said are similar to New York.

"They are high-density, urban environments," he said. They also are cities where busy office workers will spend \$10 and up on salad because they want a break from deli sandwiches, fast food and the hassle of packing lunch every day.

They will pack an empty bowl, however — a detail that Kenner said he hopes will differentiate Just Salad from other emerging salad brands. Customers who bring in a Just Salad reusable bowl get two free "essentials," like almonds, edamame or pumpkin seeds, or one free cheese in their salads.

The plastic bowl, which customers can buy for \$1 at any Just Salad location, is a nod to consumers' growing environmentally conscious attitudes and also a cornerstone of the chain's loyalty program. Other frequent-buyer perks include a loyalty card that offers diners 5 percent to 10 percent off their purchases.

"We try to provide more value than other salad chains," Kenner said. Just Salad also offers a 99-cent program — which highlights one item, usually a beverage, for 99 cents — and several Chef-Designed Salads & Wraps for about \$7.

Just Salad's chef, Laura Pensiero, also is a registered dietitian. Pensiero designed the Just Salad menu with a focus on not only healthful items, but also interesting combinations. For example, the Hudson Valley Mix features baby spinach, butternut squash, broccoli, apples, goat cheese, beets, pumpkin seeds and multigrain croutons. The Immunity Bowl has mesclun, grilled salmon, butternut squash, dried cranberries, wheatberries and seedless cucumbers.

### BREAKOUT FACTOR:



Hot culinary niche

Kenner and Crespi launched Just Salad in Midtown Manhattan in 2006, when both were in their 20s. Kenner said friends, family and former co-workers were willing to invest in "the next Chipotle." The founders and other executives do not come from restaurant backgrounds, which Kenner said has not hurt the brand.

"On an ops level we have all grown together to learn the business better," he said. Molly Harnischfeger, a director in the restaurant and foodservice practice at AlixPartners in New York, said several consumer trends might help salad concepts succeed.

"Customization is huge now," she said. "Health is also tremendous."

She noted that many chains are developing everything from dipping sauces to build-your-own burgers to new combo meals in order to make it easier for consumers to customize. Some chains also are posting calorie counts — even in states that don't require them — partnering with fitness magazines for health-related promotions and offering fresher ingredients for a more healthful positioning.

One challenge for salad chains in general, Harnischfeger said, is to differentiate themselves from their rivals.

"Competition is fierce," she said. "It's difficult to modify salad and make it signature." Unless a chain comes up with a unique dressing or other flavor profile, it might be difficult for consumers to tell the difference between one salad place and the next, she added.

But Kenner said he is confident Just Salad is ready for growth. The next unit, in Brooklyn, N.Y., is scheduled to open in February.

"We are focusing more on expansion now that we have refined the concept," he said. "We spent a long time getting it right, and we feel that coincides with consumers wanting to eat healthier."



## Just Salad Slims Down with Weight Loss Program

Publication: QSR Magazine | Article: Just Salad Slims Down with Weight Loss Program | Date: December 10, 2012



**Just Salad Slims Down with Weight Loss Program**



The holidays are often a time of self-reflection, and many people are asking themselves if it's time to take off a couple of pounds.

Just Salad, the popular NYC, Hong Kong, and Singapore salad concept, has a one-week jumpstart solution to help those trying to achieve their weight-loss goals.

Created by the culinary mastermind behind Just Salad, registered dietitian and chef Laura Pensiero, the Just Salad One Week Weight Loss Program is designed to provide nutritious and delicious meals that fit most weight-loss calorie and nutrition goals.

The program includes: a Just Salad gift card, which covers five days of lunches; a detailed meal plan that includes breakfast, lunch, dinner, and snack suggestions for one week, plus an easy substitution guide; a Just Salad reusable bowl; and a Just Salad reusable tote bag.

"The key to making it work is selecting quality, soul-sustaining food, achieving balance, and avoiding extremes," Pensiero says. The Just Salad Weight Loss Program is designed to help establish better eating habits and change customers' entire lifestyle to reach their weight-loss goals.

The Just Salad Weight Loss Program is available for purchase at any of Just Salad's NYC store locations or online.



# Celebrity Sightings at Just Salad

The screenshot shows the homepage of the amNewYork website. At the top, there's a banner for the 10th Anniversary with a small illustration of the Statue of Liberty. To the right is a circular graphic for 'TODAY'S PAPER' and 'PAST ISSUES'. Below the banner, the word 'am' is written in blue with a white outline, followed by 'NEW YORK' in large black letters. A navigation bar below has links for 'FOLLOW US' with icons for Twitter, Facebook, Google+, YouTube, and RSS, and a 'NEWSLETTER' link. A yellow horizontal bar contains links for 'NEWS', 'ENTERTAINMENT', 'SPORTS', 'REAL ESTATE', 'DINING', 'STYLE', and 'OPINION'. The main headline '7/9/13' is on the left, and 'ENTERTAINMENT By JULIE GORDON' is on the right. The main article features a photo of Ludacris in a suit. Below the photo is a caption about Ludacris ordering a salad. Other celeb sightings mentioned include Ramona Singer, Paul Walker, and a group at Georgica. There's also a call to email Julie Gordon. At the bottom, there are social media sharing icons.

Publication: AM New York | Article: Sightings  
Date: July 9, 2013

<h1>Carol's love story of daughter</h1>	<h1>Page Six</h1>
<p>By CINDY ADAMS Last Updated: 12:48 AM, April 4, 2013 Posted: 11:45 PM, April 3, 2013</p>	<p>Emily Smith Ira Mahr Stephanie Smith Sarah Siegler and Lorraine Chow <b>Cindy Adams</b></p>
	
<p><b>Cindy Adams</b></p>	<p><b>Bizarre Bytes</b> hits gym in fishnets and wig</p>
<p>Instead of a chicken in every pot, it's now a memoir in every bookstore. One day it's <b>Debbie Reynolds</b>. One day it's <b>Marie Osmond</b>. In the last 20 minutes it's <b>Al Roker</b>, <b>Clive Davis</b>, <b>Rue McClanahan</b>, <b>Valerie Bertinelli</b>, <b>JWOWW</b>, <b>Cissy Houston</b>, <b>Michael Bolton</b>.</p>	<p><b>Chris Brown</b> gets sexy waitress to go</p>
<p>Tuesday brings <b>Carol Burnett</b>'s love story about her daughter, "Carrie and Me." Says Carol, a Kennedy Center honoree, Television Hall of Fame inductee, winner of the Presidential Medal of Freedom:</p>	<p><b>Ringside Angel Adriana Lima</b></p>
<p>"April 8th [Monday] I'll be shot out of a cannon. I'll sleep around New York and LA to sell it. Come May I'm on the road to theaters and clubs with Simon &amp; Schuster sending books ahead to those cities."</p>	<p><b>Ray J</b> denies diss to Kim K: 'It's just a song'</p>
<p>A few TV sets ago "The Carol Burnett Show" won 25 Emmys. Life now is "this one-woman show I do, I did three in January, four in May. They keep the gray</p>	<p><b>'Teen Mom'</b> Farrah Abraham 'sex tape' being shopped: report</p>
<p>me."</p>	<p>Jenna Jameson speaks out after arrest, accuses assault of her</p>
<p>"Katie Holmes getting a healthy meal at Just Sala-</p>	<p>Halle Berry speaks out on 'surprise' pregnancy</p>
<p>Carol. No Broadway thing. Just whatever questions come from the audience, which I then answer."</p>	<p>Alice Cooper ran from sexpot Raquel Welch</p>
<p>How did the book come about?</p>	<p>Shannen Doherty talks Channing-Tatum baby names</p>
<p>"Came about when Carrie was diagnosed and hospitalized. A writer and performer, she'd e-mail me stories, like about her Graceland visit. When we lost her, I kept all that, so it formed a book's beginning, part of the middle and an ending. I had all that in storage.</p>	<p>Betty Buckley secretly buried dog in Chateau Marmont garden</p>
<p>"The publisher said, 'Fill it out. Talk of her life.' I felt better as I did it. I felt Carrie sitting on my shoulder.</p>	<p>'Scary Movie' spoofs 'Evil Dead'</p>
<p>"She was into drugs as a teenager. Then rehab. Then she got sober. Ask, was there anything I could have done? The answer's no. No matter what, we all have to find our own dreams . . . When she died, she had on the cross I'd given her.</p>	<p>Mahatma Gandhi grandson Arun to model World Peace tartan</p>
<p>"I have lots of her old stuff. Photographs. Her keychain with her name on it hangs in my closet.</p>	<p>We hear . . .</p>
<p>Sightings . . .</p>	<p>Live The Life You Want</p>
	

Publication: New York Post | Article: Sightings  
Date: April 3, 2013

## **Sightings . . .**

Last Updated: 12:25 AM, March 11, 2013  
Posted: 12:13 AM, March 11, 2013

"The Big Bang Theory" star **Jim Parsons** chatting with **Alan Alda** at Ciano restaurant in Gramercy . . . **Daniel Day-Lewis** and wife **Rebecca Miller** with **Steven Spielberg** and friends at Whitehall in the West Village . . . "Twilight Saga" star **Chaske Spencer** and beauty guru **Joey Healy** at the Raw artists showcase in Brooklyn . . . **Ramona Singer** at 75 Main Delray . . . **Chris Noth** at Just Salad in the East Village . . . **Vanessa Hudgens** at Beaumarchais' Nuit Blanche Burlesque show with boyfriend **Austin Butler**.

Publication: New York Post | Article: Sightings  
Date: March 11, 2013

# **Sightings . . . sightings**

Last Updated: 1:02 AM, June 10, 2013  
Posted: 12:56 AM, June 10, 2013

Dan Rather embracing **Willie Nelson** at the Four Seasons Restaurant at a benefit for the Intrepid Fallen Heroes Fund . . . **Justin Bieber** partying at Mansion nightclub in Miami for their Excess Monday's hip-hop party. Bieber watched rappers **Rocko** and **Flo Rida** from a VIP table near the stage. He was surrounded by a "gaggle of ladies" until he left Mansion when the lights came up at 5 a.m. . . . NY Giants legend **Carl Banks** picking up a bowl of greens at Just Salad on East 37th Street . . . Peter "Kid Chocolate" **Quillin** with Barclays Center CEO **Brett Yormark** at Peter Luger discussing Yormark and **Bruce Ratner**'s plans to renovate the Nassau Coliseum . . . **James Franco** flanked by bunnies at a Playboy Club London bash for his Pace Gallery art show, "Psycho Nacirema."

Publication: New York Post | Article: Sightings  
Date: June 10, 2013



## Craigns: Just Salad Chain Tossing Up More NYC Stores

Publication: Crain's New York Business | Article: Just Salad chain tossing up more NYC stores | Date: October 22, 2012



### Just Salad chain tossing up more NYC stores

World Wide Plaza, 663 Lexington Ave. and Park Slope, Brooklyn, will each host a new Just Salad outpost.

ARTICLE COMMENTS

BY ADRIANNE PASQUARELLI OCTOBER 22, 2012 1:43 P M

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that opened last week.

This winter, Just Salad will bow at World Wide Plaza, at 663 Lexington Ave., and at 252 Seventh Ave. in Park Slope, Brooklyn. Each location ranges in size from 1,000 square feet to 2,800 square feet, Mr. Kenner says.

More lettuce is coming to the Big Apple. Local salad chain Just Salad plans to open two additional Manhattan locations and one Brooklyn outpost by year's end. It's also adding international locations in Hong Kong and Singapore.

"On a very basic level, there is a strong demand for healthy, quick food at a reasonable price," said Nick Kenner, managing partner of the six-year-old Just Salad brand. He noted that the concept does especially well in urban markets. The company currently operates eight stores, including the Singapore location

The company is focusing solely on local expansion in New York and maintaining an international presence rather than growing domestically outside of the Big Apple, Mr. Kenner said. "We take it on a case-by-case basis," he explained about his expansion plan.

Just Salad is well-known for its brightly-colored, plastic reusable bowls, which retail for \$1. Mr. Kenner said the idea has resonated with consumers—about 30% of customers use the bowls.

Of course, Just Salad is not the only fast-casual food chain with growth in mind. Chop't and Tossed, two similar salad eateries, are both expanding at a rapid clip. Fort Lauderdale, Fla.-based Tossed, a franchised operation, recently opened in Los Angeles. It currently has one Manhattan outpost, but is in the process of opening several more after inking a deal with franchisor Bolla Corp. last year.

But Chop't, which *Crain's* named as a Top Entrepreneur last year , is Just Salad's biggest competitor, with eight Manhattan locations operating and another spot opening soon at East 40th Street and Park Avenue.

Food industry insiders said the salad fast-casual trend is growing.

"It's getting more sophisticated and focused on better ingredients, more protein and whole grains," restaurant consultant Arlene Spiegel said.

"On a very basic level, there is a strong demand for healthy, quick food at a reasonable price," said Nick Kenner, managing partner of the six-year old Just Salad brand.



## Coming in Single, Leafing Together

Publication: Metro Newspaper and Website | Article: Coming in Single, Leafing together | August 2010



Sometimes you just know; Sara Goldberg and Tim Wengert pose to illustrate the "Salad dating phenomenon."

NATALIE KENDSAR/MET

# Coming in single leafing together

Forget about falling in love while sidled up to the bar. Meeting someone at Whole Foods is so passe.

The new hot spot for singles is Just Salad, the lunch spot frequented by recent college grads and Wall Street types who evidently have been eyeing more than just the asparagus.

"I've definitely seen some cute girls in here," said one 28 year-old stockbroker of the Maiden Lane outpost.

"At a bar, everyone's drunk, so you're more likely to get them to go home. But here girls are less threatened."

"It's during the day and it's just salad — your judgment is not impaired," said Sara Goldberg, 28, who used to work in fashion. "It's a little bit campus-y; you see the same people everyday around 1:30pm. And most of the people coming in and out are around my age; they're attractive and cute."

Seeking to capitalize on their salad-bar-turned-pick-up-scene, owners Nick Kenner, 29, and Rob Crespi, 28, two-weeks ago launched SaladMatch - a dating website that matches its members based on their salad toppings.

Goldberg is currently expecting date number three with a young lawyer she met on the site.

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