



justsalad

PRESS KIT 2013

NEW YORK • HONG KONG • SINGAPORE

Our story

Just Salad began with a simple question:

Why is there such a shortage of healthy fast food?



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 has 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 design salads. Chef Laura continues to curate the Just Salad menu on a seasonal basis.

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 have several locations in NYC and 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 our patrons are happy knowing that they are getting the freshest possible meal.



Chef Laura

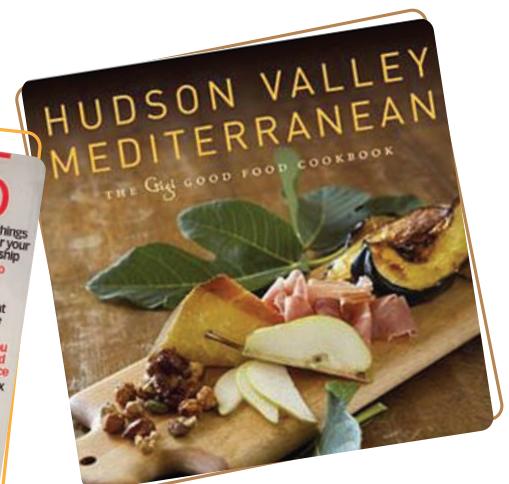


Laura Pensiero,

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, a beloved local cafe, Gigi Market in Red Hook, NY and a regionally expanding catering business, Gigi Catering, 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 directly and through her writing and educational outreach. As a passionate spokesperson, Laura coauthored "The Strange 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 appeared in Real Simple, Fitness Magazine and Your Way.

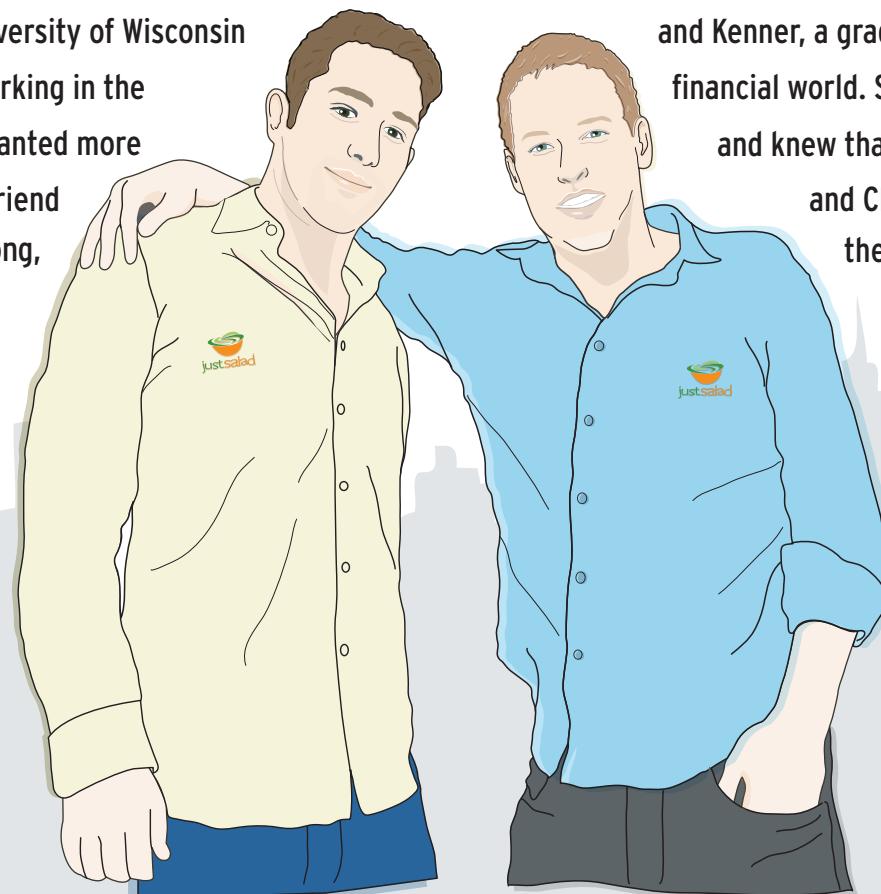
www.gigihudsonvalley.com



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 quest. They enlisted friend a menu and 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 and Chef Laura Pensiero to design the niche was filled.



Rob Crespi
Partner, Just Salad



Nick Kenner
Managing Partner, Just Salad



Just Salad Merchandise & Websites

Loyalty card members
get extra discounts!



Reusable Bamboo Utensil set!



The Just Salad website homepage. At the top, there's a navigation bar with links for "Activate Card", "Franchise", "Jobs", "Contact Us", and "New York (change)". Below the navigation is a banner for "SPRING SEASONAL" featuring four different salads: "SPRING BODY SLIMDOWN", "BUFFALO CAESAR", "CAJUN EL PASO GRILL", and "THAI-TASTIC". To the left of the banner is a "NEWSLETTER SIGNUP" form with fields for "Enter Email Address" and "GO!". Below the newsletter sign-up are links for "Latest News" and "BLOG", along with social media icons for Twitter and Facebook. To the right of the banner are promotional boxes for "APRIL PROMOTION" (only 99¢), "REUSE & GET 2 FREE ESSENTIALS (OR 1 FREE CHEESE)", and a "NUTRITIONAL CALCULATOR".

Visit the website
to order online!

Check out
Just Salad's Blog



A blog post titled "Protected: VIP Pink Bowl #pinkbowlsSwagger instagram contest!" by JKONDE on April 04, 2013, at 9:15 PM. The post features a photo of three women in pink dresses and sunglasses, each holding a pink bowl and making a playful face. The text below the photo reads: "We are SO excited to introduce our VIP Pink Bowl Instagram Contest! Take a photo with as many pink items as you can possibly move into the shot and upload it to Instagram using the hashtag #pinkbowlsSwagger". On the right side of the blog post, there are sections for "BACK TO BLOG", "Topics" (with links to Announcements, Customer Profiles, Just Salad Abroad, Just Salad Updates, Newsletters, and 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 use your Just Salad reusable bowl, you get 2 FREE toppings..!!



just salad

The Online Nutrition Calculator



NUTRITION CALCULATOR

[Like](#) 1.3k [Print](#)

1 Build Your Meal

Start Over

Salads
Buffalo Chicken Salad

Greens
Iceberg, Romaine

Essentials
Celery, Tortilla Strips

Premium
Please Select

Protein
Buffalo Chicken (Grilled)

Cheese
Cabot Pepper Jack

Seafood
Please Select

Dressing
Please Select

Bread
Please Select

2 Customize

Buffalo Chicken Salad containing:

1.0 ▲ Iceberg ① X
1.0 ▲ Romaine ① X
1.0 ▲ Celery ① X
1.0 ▲ Tortilla Strips ① X
1.0 ▲ Buffalo Chicken (Grilled) ① X
1.0 ▲ Cabot Pepper Jack ① X

Start Over

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. [\[Full Disclaimer\]](#)

Calorie Diet 2000 [Set as default](#) [Print](#)

Nutrition Facts

Serving: 1.0 x Buffalo Chicken Salad

Calories 330.0	Calories from Fat 140.0
% Daily Value*	
Total Fat 15.0g	23%
Saturated Fat 7.0g	35%
Trans Fat 0g	
Cholesterol 85.0mg	28%
Sodium 440.0mg	18%
Total Carbohydrates 15.0g	5%
Dietary Fiber 3.0g	12%
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

Website: <http://online.wsj.com/article/SB1000087239639044165804578010380139421320.html#articleTabs%3Darticle> | 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)

Email Print Save

f t g+ in

A A

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 puréeing 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. In any case, my favorite \$6 salad from Europa Cafe was

avocado. Plus, free

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 Center location, 16 grabbing 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.



Kate Lord/The Wall Street Journal
Seko Sari chops salad at a Fresh & Co. on Sixth Avenue.



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

NEWS & FEATURES | **RESTAURANTS** | **BARS** | **ENTERTAINMENT** | **FASHION** | **SHOPPING** | **Agenda** | **SITE MAP**

PLUS TRAVEL | REAL ESTATE | VISITOR'S GUIDE | KIDS | BEAUTY | WEDDINGS | BEST DOCTORS | CLASSIFIEDS | **BEST OF NY**

Subscribe Today | Give a Gift

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". The "30 under 30" section is prominently displayed, featuring portraits of two young entrepreneurs and the text "AMERICA'S COOLEST YOUNG ENTREPRENEURS". Below this, the article for #24 NICK KENNER and #25 ROB CRESPI from JUST SALAD is shown. The article includes their ages (26 and 25), location (New York), revenue (\$500,000), employees (about 50), and year founded (2005). A sidebar on the right contains an advertisement for Michigan Economic Development Corporation.

**#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

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.



Lunch, Landfills and What I Tossed

Publication: The New York Times | Article: Lunch, Landfills and What I Tossed

Website: http://www.nytimes.com/2011/10/23/nyregion/on-recycling-nyc-goes-from-leader-to-laggard.html?pagewanted=all&_r=0 | 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 a sidebar with links like 'THIS WEEK ON THE SHOW', 'GET TICKETS', 'ABOUT THE SHOW', and 'VIDEO ARCHIVE'. A section titled 'All TV Shows' lists various shows including 'The Martha Stewart Show', 'Mad Hungry', 'Whatever with Alexis and Jennifer', 'Everyday Food', 'Seasons 5-6', and 'Everyday Baking'. Another section, 'Show Schedule', provides information on where to watch the show. On the right side of the main content area, there's a sidebar for 'Get Dinner Tonight' which includes sections for 'On Your iPhone' (with a thumbnail of a smartphone showing the app), 'By SMS Text Message' (with a thumbnail of a mobile phone), and 'In Your Inbox' (with a 'sign up' button). Below the main content, there's a video player for a YouTube video titled 'Just Salad on Martha Stewart!' by user 'kik8185'. The video shows a woman preparing a salad in a kitchen.

Media outlet: YouTube | Episode: Just Salad debut | Date: April 10, 2007
<http://www.youtube.com/watch?v=Msnr39Yzfeo>



"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 | 2006

沙律自選點主：五穀沙律菜 - 23款沙律醬及超過20
款配料，特別加入了糙米、三文魚等呢港人口味款
式，另有十款精選沙律 - 香洲陽光\$50（份）。

Just Salad

地址：中環威靈頓街30-34號地下D鋪
電話：28600810
營業時間：星期一至六8am-8pm
星期日休
網址：新世界大廈530小時

火腿club卷\$45主要是蜜汁火雞配牛奶奶
油，很特別。

▼ 配料多達80款，其中包括蘋果、黑
米、露筍之類的基本款式，四款配料套餐
\$45，比其他沙律店低。

另一間沙律專門店Just Salad，咱哋又係來
自美國，紐約總店由兩個廿五歲後生仔開創，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，可揀着櫃位揀菜揀料揀汁，
冚人替你將蔬菜切好揀均勻，就放入JS膠碗俾
你帶走。最正係如果之後帶同JS碗幫襯，即刻
送兩款配料，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，店舖鼓勵環保，食物
固然注重健康，醬料每日鮮製，强调少糖少鹽，
仲列明這款無糖、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。
▲ 連切菜用的三刀片沙律刀
也跟足美國店。

麥維竹 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: QSР Magazine.com | Article: Grab Lunch, Love at Just Salad | website: http://newyork.grubstreet.com/2010/07/salad_match_a_dating_portal_for.html

Date: September 2010

The screenshot shows a news article from Grub Street New York. At the top, there's a navigation bar with links to NEW YORK, NYMag.com, Grubstreet.com, and city pages for NYC, LA, SF, Chi, Phi, and Bos. Below the navigation is the Grub Street New York logo, which includes a small illustration of a sandwich. The main headline reads "Salad Match, a Dating Portal for Lusty Lettuce Lovers". Underneath the headline is a sub-headline: "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 about their new 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 (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."

Below the main article, there's a sidebar with a small image of a red heart with the words "salad match" on it, and a quote: "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 | website: <http://nrrn.com/nrn-50/breakout-brands-just-salad>

Date: January 28, 2013

Breakout Brands: Just Salad

Nora Caley Jan. 28, 2013

EMAIL SHARE Tweet Recommend 2 COMMENTS 0

The NRN 50

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

Website: www.qsrmagazine.com/news/just-salad-slims-down-weight-loss-program?utm_source=twitterfeed+RSS&utm_medium=twitter&utm_campaign=twitter+biz+acct

Date: December 10, 2012

The header features the QSR logo in red, followed by the tagline "Limited-Service, Unlimited Possibilities". To the right is an advertisement for "LESS OIL. MORE SAVINGS." featuring a hand holding a spoon and a deep fryer. Below this ad is a smaller one for "HENNY PENNY Engineered to Last" showing a piece of fried chicken.

Just Salad Slims Down with Weight Loss Program



Bookmark/Share this post with:



Email this story

Printer-friendly version

Read More About

Just Salad, Healthy Menus

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.



Carol's Love Story of Daughter

Publication: New York Post | Article: Carol's Love Story of Daughter

Website: http://www.nypost.com/p/pagesix/cindy_adams/carol_love_story_of_daughter_Mak40c06C5QVRgchFOEv70 | Date: April 3, 2013

Carol's love story of daughter

By CINDY ADAMS
Last Updated: 12:48 AM, April 4, 2013
Posted: 11:45 PM, April 3, 2013



Cindy Adams

Instead of a chicken in every pot, it's now a memoir in every bookstore. One day it's Debbie Reynolds. One day it's Marie Osmond. In the last 20 minutes it's Al Roker, Clive Davis, Rue McClanahan, Valerie Bertinelli, JWoww, Cissy Houston, Michael Bolton.

Tuesday brings Carol Burnett'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:

"April 8th [Monday] I'll be shot out of a cannon. I'll sheep around New York and LA to sell it. Come May I'm on the road to theaters and clubs with Simon & Schuster sending books ahead to those cities."

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 matter from going.

"It's a plain, unplanned, unrehearsed hourlong questions and answers called 'Conversation With Carol.' No Broadway thing. Just whatever questions come from the audience, which I then answer."

How did the book come about?

"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.

"The publisher said, 'Fill it out. Talk of her life.' I felt better as I did it. I felt Carrie sitting on my shoulder.

"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.

"I have lots of her old stuff. Photographs. Her keychain with her name on it hangs in my closet.

Page Six

Emily Smith
Ian Mohr
Stephanie Smith
Mara Siegel
and Lorraine Chow
Cindy Adams

Bizarre Bynes hits gym in fishnets and wig

Chris Brown gets sexy waitress to go

Ringside Angel Adriana Lima

Ray J denies diss to Kim K: "It's just a song"

'Teen Mom' Farrah Abraham 'sex tape' being shopped: report

Jenna Jameson speaks out after arrest, accuses assistant of theft

Halle Berry speaks out on 'surprise' pregnancy

Alice Cooper ran from sexpot Raquel Welch

We Googled her: Beth Ditto to hit NY after disorderly conduct arrest

'Step Up' director Adam Charnas

Katie Holmes getting a healthy meal at Just Salad.

'Scary Movie' spoofs 'Evil Dead'

Mahatma Gandhi grandson Arun to model World Peace tartan

We hear . . .

Sightings . . .

Live The Life You Want



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



College Humor: Ordering a Salad with Every Topping Prank

Publication: Crain's New York Business | Article: Just Salad chain tossing up more NYC stores

Website: http://www.crainsnewyork.com/article/20121022/RETAIL_APPAREL/121029993 | Date: October 22, 2012



crain's
RED ALERT
Real Estate Daily

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.

Print Email Reprints Comment A A

RELATED NEWS

- Eatery closing: Rare steakhouse is now done
- Macerich snaps up Kings Plaza mall for \$751M
- Staten Island suddenly shifts into high gear
- Helluva Town: Bang the gong

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 J Salad dating phenomenon.

Photo: NATALIE KEYSSAR/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 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.

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 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 judgement 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.





Just Salad
New York, NY
Phone: 212 244-1111
Fax: 212 355-5806
Media inquiries: comments@justsalad.com
Franchise inquiries: franchise@justsalad.com