

just salad

2017 PRESS KIT



MAKING HEALTHY HAPPEN SINCE 2006

We believe that being healthy is essential to being happy. That's why it's our promise to provide quality, healthy food in a fast, responsible, and affordable way. Since 2006, we've been focused on serving the healthiest and freshest meals to our guests.

With over 30 locations worldwide, we are expanding our brand faster than our choppers chop salad. We go where good people need wallet-friendly healthy food, and the list keeps growing every day.

HEALTHY FOR EVERYONE

We make healthy happen by serving delicious, nutritious food that inspires a well-balanced, wholesome lifestyle.



EVERYDAY FRESH

Our produce arrives fresh daily. We serve it raw, roasted, baked, or steamed. Never canned. No fake sh*t.



LOGICALLY LOCAL

We use in-season, local ingredients when they are at their optimal freshness. It's the way our farmers would want it.



PROACTIVE PROTEINS

We only source from farms that treat our proteins right, whether it's grass-fed beef, sustainable seafood, or antibiotic-free chicken.



ORGANIC & NON-GMO

Our priority is sourcing the right ingredients. It's always on our mind so it doesn't have to be on yours.



MORE THAN JUST SALAD

Being healthy means having a well-balanced and diverse diet. Our wide variety of salads, wraps, bowls, soups, and smoothies were created with our customers health in mind. We create nutritionally balanced recipes using organic and locally-sourced items to ensure our customers get the tasty food they deserve.

View our awesome options at justsalad.com/menu

OUR LOCATIONS

We started in 2006 with a single location in New York City. Over a decade later, we have expanded to 30+ locations in New York, New Jersey, Chicago, Kansas, Philadelphia, Dubai, and Hong Kong!





ECO-FRIENDLY REUSABLE BOWLS

We save over 75,000 lbs of plastic every year with our Reusable Bowl program. Customers buy a bowl for \$1 at any Just Salad location and receive two FREE essential toppings or one FREE cheese with every use.



MAKING A POSITIVE IMPACT

From our store design to our napkins, we're focused on doing our part to leave a smaller footprint.

Our plastic bowls and lids are made from 100% post-consumer recycled materials.

Our napkins are made of 100% recycled materials and are 100% compostable.

We use energy-efficient LED lighting in all our stores.

We have tabletops that are made from urban salvaged wood sourced from southeast Michigan.

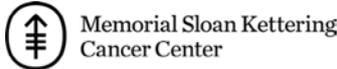
Our in-store teams use environmentally sustainable cleaning products from EcoLogic Solutions with no harmful chemicals.

Our HVAC duct unit has smart capabilities, and adjusts to the minimum load based on real-time conditions in the store. It constantly is adjusting to operate at peak efficiency, using about 25% less energy than a normal system.



CREATING A COMMUNITY

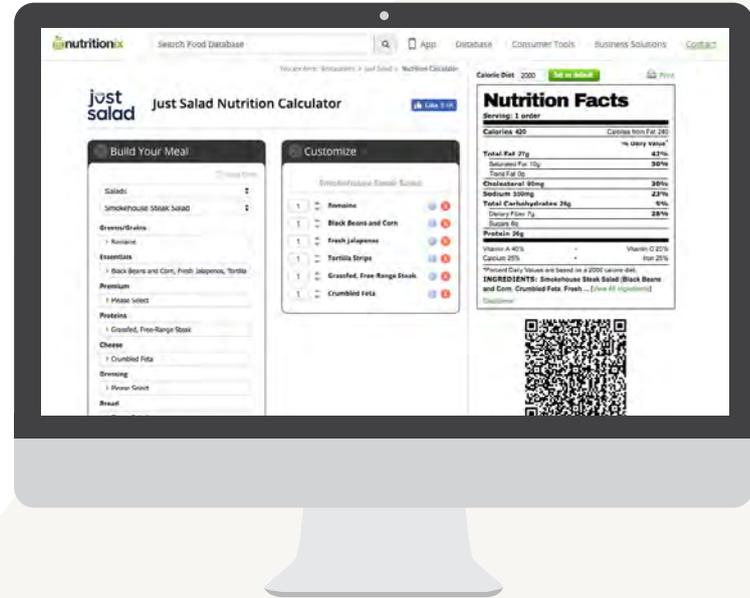
We've partnered with local businesses and charities to support our surrounding communities. Our previous partners include Memorial Sloan Kettering Hospital, the Earth Day Initiative in New York City, and Growing Power, a farming community in Chicago. For more information, visit justsalad.com/partnerships.



TOTALLY TRANSPARENT

Our online ordering system works alongside Nutritionix to provide nutritional information for all of our products, even when a customer builds their own salad. Calories, protein, carbs, and more are all available online to help our customers see how healthy they are.

Build your own healthy meal at:
nutritionix.com/just-salad/nutrition-calculator



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THE HUFFINGTON POST

The Washington Post

DAILY NEWS



MarketWatch



OUR CEO, NICK KENNER

Just Salad's CEO and Cofounder, Nick Kenner, started the company in 2006 with one idea: to provide Midtown Manhattan with a healthy and affordable lunch option. Alongside his childhood friend Rob Crespi and Chef Laura Pensiero, Kenner developed a delicious, low-calorie, nutrient-rich menu to serve at the first Just Salad location at 320 Park Avenue, New York.

Just Salad has over 30 locations in New York, New Jersey, Chicago, Kansas, Dubai, and Hong Kong and is planning on expanding to over 100 locations in the next few years. The menu has evolved to more than *just* salad, including wraps, grain bowls, market bowls, toast boxes, soups, and smoothies.

A 2003 Colgate University graduate, Kenner was recognized for his entrepreneurial accomplishments by Inc.'s 30 Under 30 list in 2007. He currently resides on the Upper East Side of Manhattan with his wife and two children.

"It's easy to do local and organic at \$15 or \$20. The real challenge is doing it at \$10 & under and we do that better than anyone else."

- Nick Kenner, Just Salad CEO



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