

just salad

2019 PRESS KIT

HEALTHY FOR EVERYONE

Just Salad cultivates healthier lifestyles by serving real food at an affordable price. Don't let the name fool you: we serve way more than *just* salad, with the freshest wraps, warm bowls, toast boxes + more.

We're also home of the World's Largest Restaurant Reusable Program, saving over 75,000 pounds of plastic each year through our signature reusable bowl program.

Just Salad was founded in 2006 in New York City + now employees over 1,000 teammates across 30+ locations in New York, New Jersey, Philadelphia, Chicago, Hong Kong, and Dubai.

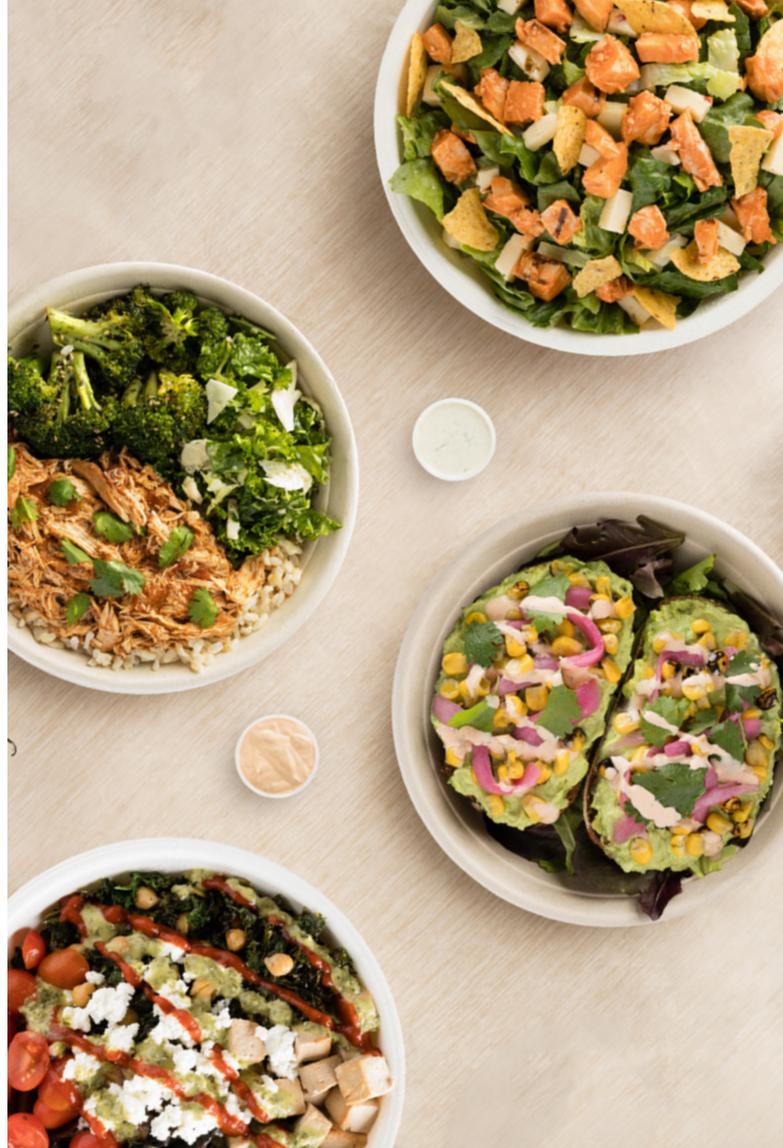


OUR STORY

Just Salad began with a simple question: what's with the shortage of healthy fast food?

Two childhood friends, Nick Kenner and Rob Crespi, sought to solve that problem together. They worked closely with a registered dietician to develop health-minded recipes that could be made in a New York minute, and in 2006 they debuted their healthy fast food concept in New York City.

Just Salad's fresh take on fast food was an instant hit, and we've since expanded to new locations throughout NYC, Philadelphia, Chicago, Dubai, and Hong Kong. Who knows where we'll go next?!



OUR BRAND PILLARS

Our mission: to cultivate healthier lifestyles by serving real food at an affordable price.



HEALTH

We support health in all its forms, starting with healthy ingredients: our produce arrives fresh daily, and it's only served raw, roasted, baked, or steamed.



VALUE

We're committed to serving the most nutritious and delicious food at an affordable price, which is why we serve 10 items under \$10. Because everyone deserves to live a healthier life.



AUTHENTICITY

No fake sh*t. No filter. We're dedicated to serving real food for real people. The rest is just noise.



FEELING GOOD

We're here to make our guests feel good, and we do so by enabling them to eat healthy, save money, and reduce waste



EVERY BOWL FULFILLS A GOAL

Just Salad is committed to being the gold standard of sustainability in the restaurant space and beyond.

We're home of the World's Largest Restaurant Reusable program with our reusable bowl:

- Just Salad guests can purchase a \$1 reusable bowl + receive two free essential toppings
OR one free premium topping with every use
- The program saves over 75,000 pounds of plastic + increases waste diversion by 5 percent every year
- The bowl is molded from BPA-free polypropylene + is dishwasher safe for easy cleanup
- The program was recognized by the Environmental Protection Agency with a regional Waste Wise Award

"It's a rewarding (and delicious!) way to cut back on the amount of plastic you're adding to the ocean." - Well + Good

THIS JUST IN

News coverage + more featuring Just Salad:

Forbes

Esquire

HUFFPOST

The New York Times

Chicago Tribune

People

EATER

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 GRUB STREET

US WEEKLY

BUSINESS INSIDER

OUR CEO, NICK KENNER

Nick Kenner is the CEO and co-founder of Just Salad. A 2003 Colgate University graduate, Kenner was recognized for his entrepreneurial accomplishments by Inc.'s 30 Under 30 list in 2007 and currently resides in Manhattan with his wife and two kids.



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