

just salad

2020 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, avocado toast + more.

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

Just Salad was founded in 2006 in New York City + now employs over 1,000 teammates across nearly 50 locations in New York, New Jersey, Florida, Illinois, Pennsylvania, North Carolina, and Dubai.



OUR STORY

Just Salad began with a simple question: what's with the shortage of healthy food on-the-go? 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 casual concept at 320 Park Avenue in New York City. Just Salad's fresh take on fast food was an instant hit, and it's since expanded to new locations throughout New York, New Jersey, Florida, Illinois, Pennsylvania, North Carolina, and Dubai.



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.

THE GREEN STANDARD

The Green Standard reflects our commitment to being the “green” standard of sustainability in the restaurant space + beyond through:

Zero Waste: Send zero waste to landfill by 2022

Single-Use Plastic: Divert 100,000 pounds of single-use plastic from landfill annually, up from 75,000 pounds, through our Reusable Bowl program

Smarter Packaging: Promote reusable options wherever possible and favor disposable packaging that is genuinely recyclable or compostable, sourced from renewable resources, and less carbon-intensive

Organic Composting: Develop a 360-degree composting program at all NYC locations by separating food waste in our kitchens, serving areas, and dining room



EVERY BOWL FULFILLS A GOAL

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 one free topping (like avocado) with every use
- The program saves over 100,000 pounds of plastic
- The bowl is molded from BPA-free polypropylene + 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

29 REFINERY29

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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