

## Saladworks Reaches Milestone with Mount Laurel Opening on October 1

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South Jersey Founded Chain Opens 100th Store Featuring 'Fanatic'ly Fresh' New Store Design, \$1 Salads for All Customers on Opening Day, All Sales go to Alex's Lemonade Stand Foundation

Twenty-two years after opening its first store in the Cherry Hill Mall, Saladworks will open its 100th location on October 1, just over seven miles away in Mount Laurel.

To celebrate their major milestone, Saladworks will offer \$1 salads at the Mount Laurel location throughout the day with 100 percent of the proceeds going to benefit Alex's Lemonade Stand Foundation. This also marks the first location with Saladworks' "fanatic'ly fresh" new store design.

The store is located in the newly-named Bank of America Plaza on Route 38 and Larchmont Road in Mount Laurel.

"This is a landmark day in the history of Saladworks," said founder and CEO John Scardapane. "The formula has been a mix of fanatical customer experience along with a remarkably fresh product. Saladworks will soon be a household name across the country as we continue our turbo-charged growth to 1,000 stores by 2012, but we'll always be true to our South Jersey roots."

### **Grand Opening**

Saladworks' 100th store opening in Mount Laurel will feature a gala celebration on October 1 with \$1 salads all day (11 a.m. to 9 p.m.) and 100 percent of the first day proceeds being donated to Alex's Lemonade Stand Foundation which fight childhood cancer.

In addition, Scardapane and Vernon W. Hill II, Chairman of the Executive Committee along with Jay and Liz Scott, parents of "Alex" will be in attendance from 11:30 a.m. to 1 p.m. on opening day.

### **Fresh, Updated Store Design**

The Mount Laurel Saladworks will benefit from a fanatic'ly fresh store design that includes new architecture, interior design and employee apparel. The store layout will maximize throughput, allowing customers to enter, order, pay and exit more easily. Saladworks is also introducing new Focaccia Fusion sandwiches as well as the addition of over 25 new upscale items to its already robust salad case including seared tuna, edamame and filet mignon.

"Nothing has been overlooked with the new store design," said Scardapane. "Even the tiniest details have been considered, including design of cutlery, bowls, salt and pepper packages and straws. We are fully committed to making Saladworks one of America's greatest brands and a dining destination for all."

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