

Salad Creations Opens 50th Restaurant

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Number One Salad Concept Also Eclipses 100th Franchise Sold in Just Over Three Years

Salad Creations, a national franchise offering a fresh alternative to fast-food for today's healthy lifestyle, announced today it has opened its 50th restaurant, which is located in Miami, Florida. Named the number one salad franchise in Entrepreneur Magazine's "2008 Franchise 500" ranking, Salad Creations has also eclipsed the 100th franchise sold mark in just over three years of franchising.

"Opening our 50th restaurant and passing the 100th franchise sold mark are two incredible milestones we have achieved in just a few short years," said Jeff Levine, founder and CEO of Salad Creations. "Our growth and success is in direct response to today's consumers who are looking for restaurants that specialize in delivering healthy food options. Given the current economy, our continued growth and sales are also a testament to our entire franchisee family and their tireless efforts to support the Salad Creations brand."

Salad Creations' ability to listen to its customer and adjust to changing trends in the food industry has also added to their success. The company recently launched a Sensible Sizing menu, which has met guests' growing demand for healthier foods that balance portion size with taste and value. The antithesis of super-sizing, the new menu features a full line of smaller portioned Jr.Creation salads that include the company's signature create-your-own salad and all 11 featured salads like the Heart Lover, Chinese Chopstick and Wild Alaskan Salmon.

"More and more Americans are suffering from obesity and related problems like heart disease and diabetes," said Levine. "We need to take responsibility and teach each other and our children what a healthy lifestyle is by promoting balanced eating and portion control. Sensible Sizing creates an opportunity for our guests to make the best possible food choices to fit their needs and tastes."

It was this monitoring of eating trends and understanding the changing face of Americans' relationship with food that helped launch the Salad Creations concept as a humble kiosk in a Boca Raton, Florida mall. A serial entrepreneur and restaurant developer, Levine noticed an increase in consumer demand for a better alternative to fast-food restaurants. Salad consumption was growing in the U.S. and consumers were dissatisfied with the fresh food options available in the fast-casual segment.

Each Salad Creations restaurant features more than 40 ingredients to choose from including farm-fresh vegetables, fruits, cheeses, sliced meats, grilled chicken, shrimp, wild Alaskan salmon and more than 15 salad dressings, among other items. Specially-trained Salad Chefs prepare each customer's order and, if asked, can help match particular tastes to customize each individual's salad experience. Also, all salads can be either tossed or chopped. In addition to the "Create Your Own Salad" option, Salad Creations also offers more than ten featured salads, fresh wraps and a variety of daily soups.

Located on Miami's upper east side along the Biscayne Boulevard corridor, Salad Creations 50th restaurant is located at 2001 Biscayne Boulevard on the ground floor of the CITE Condominium building and is open Monday - Saturday from 11:00 a.m. - 8:00 p.m. and Sunday from 11:00 a.m. - 7:00 p.m. Delivery is available by calling (1-877-4A-SALAD).

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