



just salad

2022 Press Kit

ABOUT US

Just Salad is a fast-casual restaurant concept with a mission to make everyday health and sustainability possible. The brand serves craveable, accessible, plant-centric meals made with prepped-daily produce, homemade dressings and fresh, flavorful ingredients. Guests can choose from over 15 chef-designed salads, wraps, warm bowls, avocado toast, soups and smoothies. Empowering customers to “Eat with Purpose,” Just Salad is home to the world’s largest restaurant reusable program and the first U.S. restaurant chain to carbon label its menu and offer a Climatarian menu category. The company was founded in 2006 and has over 50 locations across New York, New Jersey, Florida, Illinois, Pennsylvania, North Carolina and Dubai.



OUR VALUES



SUSTAINABILITY

We started this business with our reusable bowl. We don't settle for the same old solutions to planetary problems. We're fearless when it comes to setting the pace of progress.




HEALTH

Health is a journey, and we're here to be a part of that with food that makes you feel good. Because life gets better when we feel our best.



CONNECTION

Our connections are one-to-one. We know you by name, we know you by order. Your individuality is our community. There's a seat for everyone at our table.



Just Salad is the only fast-casual brand that makes
everyday health + sustainability
craveable, rewarding + attainable

We serve craveable, accessible,
plant-centric meals with:

homemade dressings
batch-cooked proteins
from-scratch recipes
prepped-daily produce

No cans.

No additives.

No shortcuts.



OUR MENU

Choose from over 15 chef designed salads, wraps, warm bowls, avocado toast, soups, and smoothies.



CRISPY CHICKEN POBLANO



CHICKEN FAJITA BOWL



AVO BLAST TOAST



SIGNATURE WRAPS



PLANT-BASED SMOOTHIES



CHICKEN NOODLE SOUP

OUR CAUSE: EAT WITH PURPOSE

Of course salad is good for you. Turns out it's good for the planet, too.

Right now 26% of greenhouse gas emissions are created by our food system, and choosing what we eat every day has a direct impact on climate change. Little actions like choosing plant-based meals and skipping plastic utensils really do add up.

At Just Salad, we know that every forkful helps. From our reusable bowls to carbon labels and a climate-conscious menu, we're making everyday environmental choices a little easier for everyone.

For the planet, it's now or never. Let's eat with purpose.





SUSTAINABILITY

THE REUSABLE BOWL

Just Salad is home to the World's Largest Restaurant Reusable program. Guests can purchase a bowl for \$1 and receive a free topping (like avocado) with every reuse.

CARBON LABELING

Just Salad is the first U.S. restaurant chain to carbon label its menu and add a "Climatarian" category to its menu. This carbon transparency allows guests to understand, and make ordering decisions based upon, the environmental impact of their food choices.

PLANT-FORWARD MENU

Just Salad continues to expand its repertoire of climate conscious options. To name a few, the chain offers an entirely vegan smoothie menu, plant-based proteins like Daring™ Chicken and Organic Sesame Tofu, and a lower carbon menu category.

REDUCING WASTE

In addition to its signature reusable bowl program, Just Salad has implemented several policies aimed at reducing waste in all forms:

- Food-waste: In-store composting, food donation programs, and selling of surplus food through the Too Good to Go app
- Single-use plastic: Guests are required to opt-in to receive utensils when they order in the Just Salad Mobile App or orderjustsalad.com.
- Packaging: Pickup orders are placed on pickup stations without bags for single-item orders. Guests who order in-store are asked if they'd like to receive a bag, thus making no bag the default option.
- Sandra Noonan, the company's Chief Sustainability Officer, is a certified TRUE Zero Waste advisor.

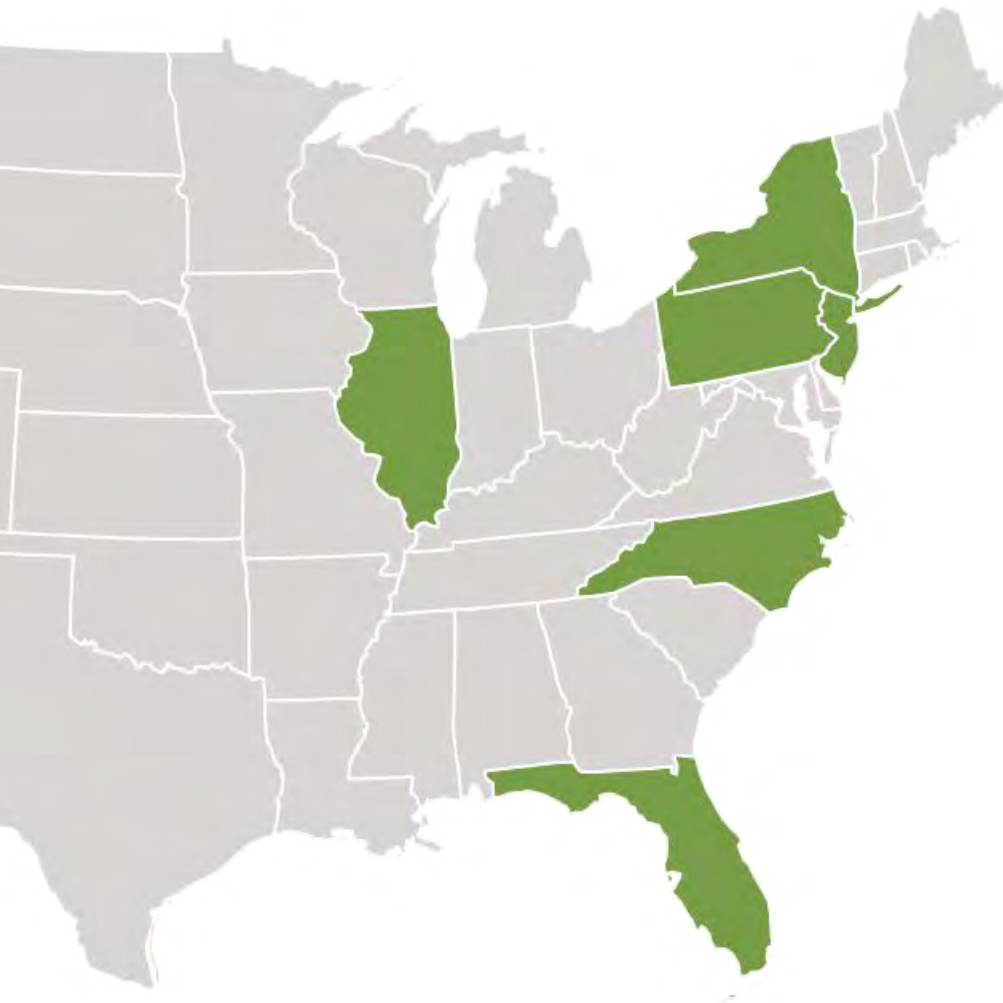
Read our Latest Annual Sustainability Report [here](#).

SUSTAINABILITY PARTNERS



OUR STORES

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



OUR CEO, NICK KENNER

Nick Kenner is the founder and CEO of Just Salad. Since opening the first Just Salad location in 2006, Kenner has built a category leading brand by remaining dedicated to his core principles of delivering affordable, healthy, and high-quality options to consumers in environmentally responsible ways. A 2003 Colgate University graduate, Kenner was recognized for his entrepreneurial accomplishments by Inc.'s 30 Under 30 list in 2007. Kenner currently resides in Manhattan with his wife and three kids.



IN THE NEWS

FORBES

[Making Salads Even Greener:
Just Salad Is Bringing
Zero-Waste Dining Into the
Mainstream](#)

ADWEEK

[Just Salad to Become the First
Restaurant to Add Carbon
Labeling to Its Menu](#)

THE NEW YORK TIMES

[The Rise of the Climatarian](#)

VILLAGE VOICE

[Thanks for Feasting Sustainably](#)

QSR

[Just Salad's Mission-Based
Brand Reaches 50 Stores](#)

RESTAURANT BUSINESS

[How Just Salad Keeps
Innovating The Menu While
Moving Its Sustainability
Mission Forward](#)

Forbes

ADWEEK

The New York Times

the Village VOICE

QSR

RESTAURANT
BUSINESS

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finance

FAST COMPANY



For media inquiries, email press@justsalad.com.
Click on the below links to review these resources:

[Brand Assets](#)

[Press Page](#)

[2021 Sustainability Report](#)

