

just salad

WRAPS, BOWLS + MORE

THE JUST SALAD STORY

- Founded in 2006
- 31 Locations
- NYC based



OVER 30 LOCATIONS GLOBALLY + GROWING









MAKING HEALTHY AFFORDABLE

We're dedicated to serving healthy meals at an affordable cost to everyone.

- Signature salads with protein starting at \$7.99
- Our Loyalty Rewards App offers \$9 back for every \$99 spent among other excellent money-saving rewards.





ECO-FRIENDLY INITIATIVES

With over 30 locations, we have a chance to make a real impact on the environment.

- Our napkins are made of 100% recycled materials and are 100% compostable.
- A majority of our chairs are made out of 100% trash material.
- Energy-efficient LED lighting in all our stores.
- Our in-store plastic bowls and lids are made from 100% post-consumer recycled materials.
- Tabletops made from urban salvaged wood sourced from southeast Michigan.
- Stores use environmentally sustainable cleaning products from EcoLogic Solutions

REUSABLE BOWL

Saving over 75,000 lbs of plastic
every year



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REUSABLE BOWL PROGRAM

Details

- Customers buy a bowl for \$1 at any Just Salad location.
- Customers receive two FREE essential toppings or one FREE cheese with every use.
- Everyone reduces their plastic consumption, making the world a happier place.



REUSABLE BOWL PROGRAM

Origin Story + Development Challenges

- 18 month process

Operational Overview

- 20 page HAACP plan
- Customer keeps bowl until very end
- No cross contamination
- Not one food safety issue related to our reusable bowl in 10 years



Figure A.



Figure B.

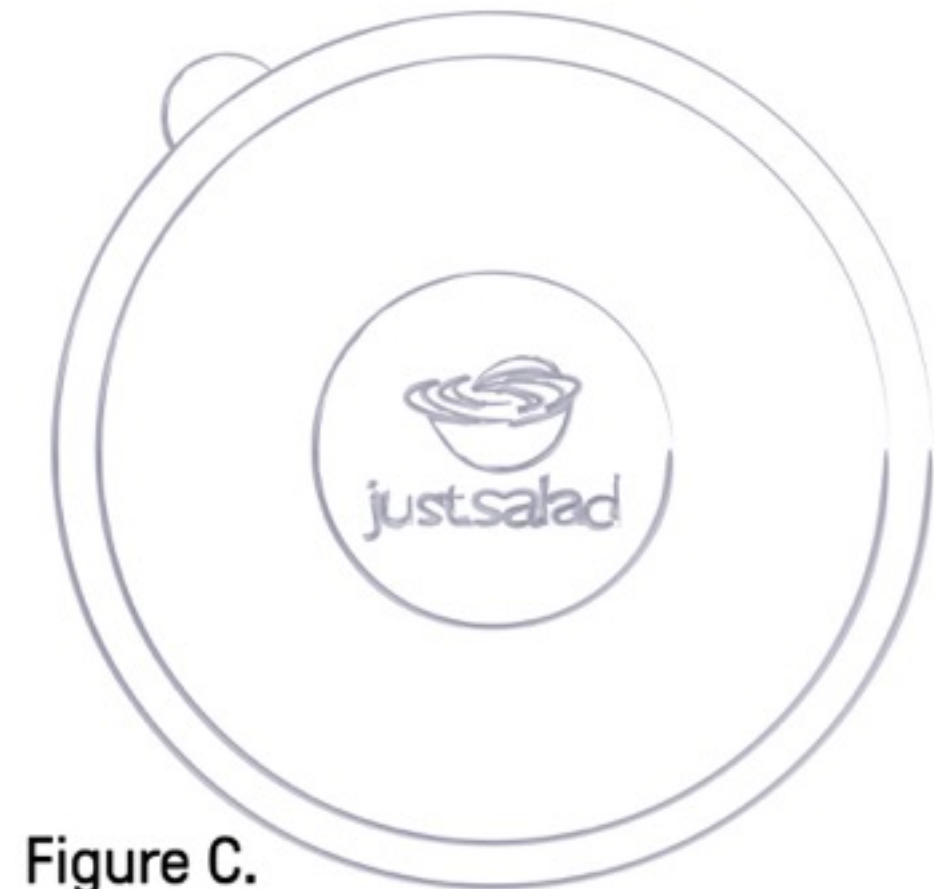
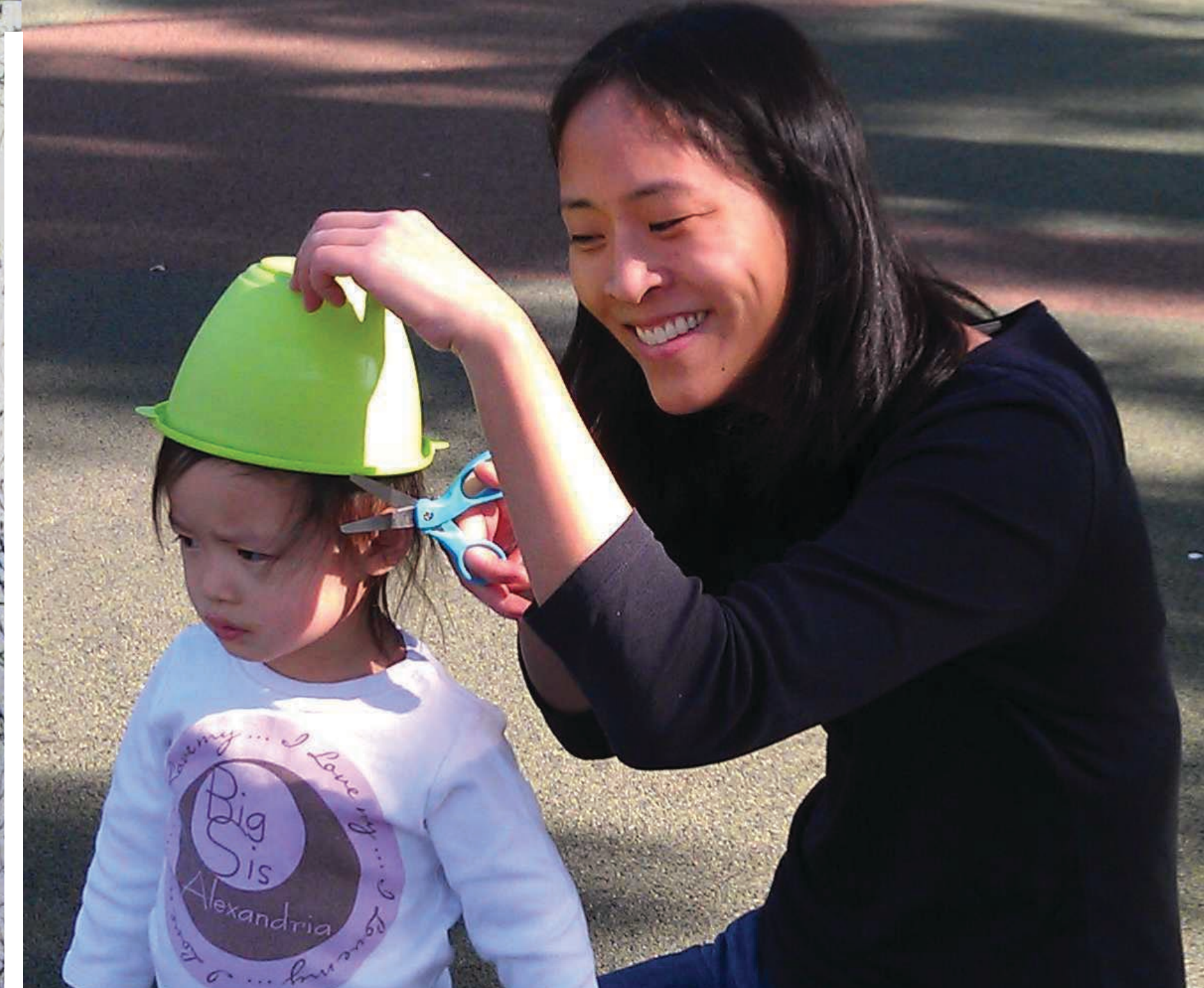


Figure C.

REUSABLE BOWL PROGRAM SUCCESS

- Saving over 75,000 lbs of plastic every year
- Our customers become walking advertisements
- JS becomes more attractive to new landlords









THANK YOU

Nick Kenner | CEO & Co-Founder

