



JUST SALAD

2025 PRESS KIT

ABOUT US

Just Salad started in 2006 with a simple premise: offer healthy, affordable, climate-conscious, and mouth-wateringly delicious meals. We were literally just salad, but we were damn good salad.

Fast forward to now, and we have 90+ stores in seven states. Our menu of wraps, smoothies, soups, grain bowls, and – yes – damn good salads, leads the industry in dining options that are healthy, taste incredible, and do well by the environment. From reusable bowls to our plant-centric menu of sustainably-grown ingredients, homemade dressings, and fresh-prepped proteins, we make better choices easier so you can give in to hunger without giving up on what really matters. Find your craving at Just Salad.



OUR PROMISES



IMPACT MADE EASY

We offer insanely easy ways to make an impact by innovating for sustainability at every step.



FLAVOR ON FULL BLAST

We deliver full-on flavor in every nutrient-packed, chef-designed bite.



GREATNESS EVERY TIME

We deliver greatness in every moment from exceptional service to picture-perfect bowls.

OUR CAUSE: EAT WITH PURPOSE

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

Right now, more than one-quarter 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.

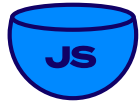


SUSTAINABILITY



B CORP

Just Salad is a Certified B Corporation™, meaning it meets high performance standards across five impact categories: workers, communities, customers, suppliers and the environment.



REUSABLE BOWL

Just Salad is home to the World's Largest Restaurant Reusable program. Guests can purchase a bowl 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 on the environmental impact of their food choices.



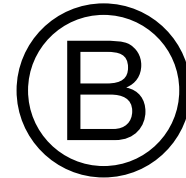
PLANT-FORWARD MENU

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 (e.g. Impossible™ Chicken and Organic Sesame Tofu), and Regenerative Organic Certified ingredients (e.g. chickpeas and white quinoa).

SUSTAINABILITY PARTNERS



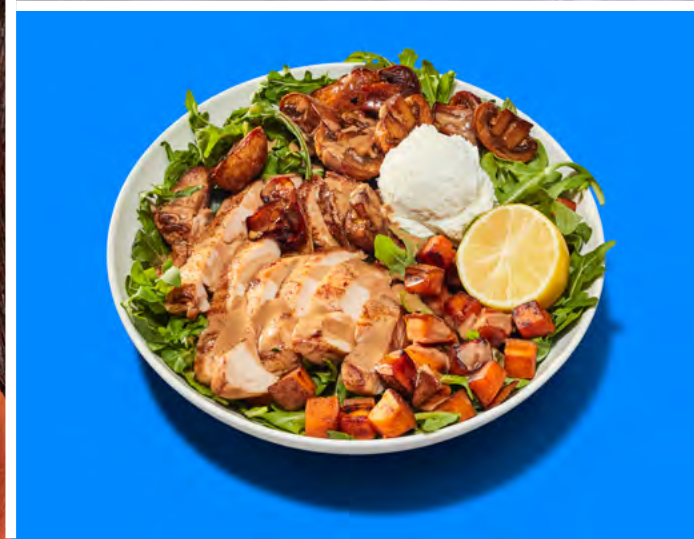
Certified



Corporation

OUR MENU

Feast on flavor-forward
salads, wraps, warm bowls,
avocado toast, and more.



PRESS MENTIONS



Pure Wow

[Mona Vand Puts A 'Dreamy' Twist On A Classic Caesar With New Just Salad Launch](#)



Tasting Table

[Just Salad Partners With NYC Chef Marc Forgione For New Spring Menu Items](#)



Forbes

[Just Salad Is Leading The Charge In Eco-Friendly Dining](#)



Delish

[The 50 Foods You Have To Try In 2023](#)



Fast Company

[Carbon labeling in the new calorie counting](#)



Mashed

[Just Salad's Summer Menu Is Inspired By Warm-Weather Cookouts](#)

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.



For media inquiries, email press@justsalad.com.

Review brand assets [here](#).

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