



SALADWORKS EXPANDING TO GEORGIA WITH BRIGHTEN PARK, AIRPORT LOCATIONS

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Three to five additional outposts are planned to open over the next year.

Saladworks, a customizable salad franchise with more than 100 locations, is opening its first two Atlanta restaurants.

Franchisees Douglas Anthony and Ramjit Handa are behind the Georgia expansion.

The first two locations are slated to open this year in North Druid Hills and the new Atlanta airport food court in Concourse C.

There are plans to add three to five additional locations in the market over the next year, according to a company spokesperson.

“I was drawn to Saladworks because it’s so unique in that the customers have a large variety of choices and you can customize your salad based on specific preferences,” Anthony said in a prepared statement.

“Every time I ate there, I liked that I could create my own salad with the ingredients I wanted and that the employees mix my salad and handle the ingredients rather than a buffet style salad bar where everyone mixes their own entrée.”

The North Druid Hills store—a corporate location not owned by Anthony and Handa—will be situated in the Brighten Park Shopping Center, at 2484 Briarcliff Rd. Suite 34. The quick-service restaurant will open in space formerly occupied by H&R Block next to Massage Heights.

The company is reviewing real estate options in Cumming, Alpharetta, Peachtree, Sandy Springs, Perimeter, Buckhead, Midtown and Toco Hills.

The market can hold a minimum of 30 locations, according to a company spokesperson.

Saladworks President and CEO Patrick Sugrue is no stranger to the city having earned his MBA from Emory University and accelerating his career at Atlanta-headquartered Coca-Cola.

“We are not only excited to have a business-savvy franchisee like Anthony to help drive the expansion into Atlanta, but we are coming in alongside him to support the brand’s area growth with additional corporate openings, helping to set this next expansion phase in motion as the brand looks to become a local favorite across the city,” Sugrue said.

“Atlanta is a fast-paced city and we’ll be providing on-the-go consumers with an option that’s quick, but still healthy.”

Saladworks used Forum Analytics, a CBRE company that focuses on market research, business analytics and data science, to gain further insight into why Atlanta is an opportune city for growth.

‘It turns out that Atlanta, followed by Dallas, have the right demographic and cultural make-up for the brand’s target audience, which is why corporate is focusing its development plans on each city, helping to seed the market while opening alongside franchise partners.’



Saladworks will be situated in suite 34 of Brighten Park.