

Saladworks opening Charlotte franchises

A chain of salad restaurants is hoping to strike it green in Charlotte.

Saladworks, which is based in suburban Philadelphia and bills itself as “the nation's largest fresh-tossed salad franchise,” is targeting Charlotte as a top growth area during the next year, according to a news release. The company is aiming to franchise more than 10 stores locally in the next two years, including perhaps three uptown and others in suburban locations.

Saladworks' only N.C. location opened last year in Mooresville. One store is under development in the Ballantyne area, and company officials have recently been in town scouting additional locations, spokesman Patrick Pantano said.

Launched in a southern New Jersey shopping mall in 1986, Saladworks began franchising in 2001 and now has 96 locations in nine states and Washington, D.C. The company wants to grow to an estimated 1,000 stores by 2012, the release said.

By: Jen Aronoff