

B Food Service News

B Saladworks Franchise In Delaware Shatters Sales Record During Opening Week



At the Saladworks locations in suburban Bear, DE and Mt. Laurel, NJ, a ray of hope emerged this month amid the dark clouds of the nation's economic downturn. University of Delaware graduate Josh Burton opened his second Saladworks franchise three weeks ago on

Black Friday (Nov. 29) with concern about a global recession. The results of the opening were astonishing according to Mr. Burton.

Sales at the store exceeded Mr. Burton's projections and shattered all expectations. "I doubled my projected first week sales...by the third day of being opened," he said. "To be able to post record sales figures in this economy is incredible. I anticipate even higher weekly numbers as catering and delivery sales climb."

On opening day in Mount Laurel, the restaurant sold an unprecedented 2,026 salads in a single-day. The Bear Saladworks opening had one of the highest first-week sales volumes of any location that opened in 2008 posting a 64% increase on this year's opening week average.

Mr. Burton's store in Bear is the first to benefit from Saladworks' "turbo-charged" store design that includes new architecture, interior design, packaging and employee apparel. "We believe our 'turbo-charged' new design along with Josh Burton's commitment to fanatical customer service, is the secret to delivering a fanatical customer experience," said CEO John Scardapane. This leads to creating fans out of our customers, which in turn, leads to success."