

# CALIFORNIA-BASED SALAD CHAIN SIMPLY SALAD® REBRANDS AS COMPLICATED SALAD® IN ORDER TO MORE ACCURATELY DESCRIBE # OF SALAD VARIETIES MADE FOR CUSTOMERS

March 30, 2022

**LOS ANGELES – MARCH 30, 2022** – In response to customer demand for a name that more accurately reflects the breadth and complication of its menu offering, Simply Salad® Restaurants ([www.simplysalad.com](http://www.simplysalad.com)) is officially beginning the re-brand of its restaurants into Complicated Salad®. Customers are encouraged to visit the new website ([www.complicatedsalad.com](http://www.complicatedsalad.com)) for more information as the transition gets underway.

“The Simply Salad® brand name was just not reflective of what we offer in reality,” said Cameron Lewis, Co-founder of Simply Salad®. “Complicated Salad® felt like the perfect name to more directly communicate what we actually do for our customers...and they were asking us. We make a complicated number of freshly chopped salads seem simple and it’s even more important to communicate that as we expand our business into new communities throughout Los Angeles. For example, we could stack our salads to the planet Mars and back over 1,000,000 times and not repeat the same salad twice. Complicated Salad® is the name that will resonate more clearly with our customers.”

As part of the initiative, Simply Salad® will also be applying for a Guinness World Record for most salad combinations for one standard restaurant menu.

## **About Simply Salad®:**

Simply Salad®, started in Los Angeles in 2010 by Bruce Teichman and Cameron Lewis, was founded on the idea that everyone should have access to healthy, fresh, flavorful, affordable food in a way that is fast and convenient. If we can send rockets to Mars, we know this is achievable. That’s why we’re so committed to our mission: to make eating well simple for everyone.

With 5 restaurants today in Greater Los Angeles, we are accelerating growth and will soon bring our unique offering to hundreds of additional communities. We’re always looking for innovative, hungry (see what we did there?), and passionate people to join our team so please visit us at ([www.simplysalad.com/careers](http://www.simplysalad.com/careers)) if you’d like to learn more about the opportunities available with us. The sky (maybe Mars) is the limit for us and our expanding team.

Instagram (for now): @simplysalad

## **Media Contact:**

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**Complicated Salad™**  
CUSTOM GREENS

**41,683,504,274,293+39 MORE 0'S**

Combinations, yep we counted

