

# Salad Station's aggressive expansion plan calls for 100 locations by end of 2027

HAMMOND, LA, USA, November 15, 2023 /EINPresswire.com/ -- Hammond-based Salad Station, the leading quick-service salad restaurant in the Southeast, is seeking franchisees to triple its current footprint. By the end of 2023, 33 locations will be open (30 currently) with plans calling for an additional 17 locations by the end of 2024. Another 50 locations are slated to be added over the ensuing two years.



"We are laser-focused on our vision to deliver an unparalleled variety of fresh, premium ingredients, staying true to our farming heritage," Salad Station Founder and CEO Scott Henderson said.

Founded in 2012 by Louisiana vegetable farmers, Salad Station has a strong presence in southern states, including Texas, Florida, Louisiana, Mississippi, Alabama, Arkansas and, soon, Tennessee. Its unique pay-by-the-pound business model offers guests 100 fresh, farm-inspired ingredients for a quick and healthy meal. Coupled with low start-up costs, small footprint and simple operational model that doesn't require food and beverage experience, Salad Station adds up to an attractive option for franchisees.

“

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*Scott Henderson, Salad Station Founder and CEO*

“Franchising a Salad Station is a unique opportunity to be a local hero,” Henderson said. “My mom and I opened the

first Salad Station simply because we identified that our community was lacking a quick and easy way to eat a fresh and customizable meal, large or small.”

Salad Station's self-serve offerings include produce that is chopped fresh daily, premium

proteins, made-from-scratch salads, fresh prepped fruit, gourmet toppings, 16 select dressings and proprietary soup recipes.

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Top performing locations, open six days a week, are achieving more than \$700,000 in yearly gross revenue with investment as low as \$200,000. The first location featuring a drive-thru will open in Ocean Springs, Miss. by the end of 2023. Area Development Agreements are being offered to potential franchisees interested in more than one location in a particular geographic area.

About Salad Station:

Founded in 2012, and built around family, Salad Station is revolutionizing a new dining category with its fast-casual, self-serve salad concept that features farm-inspired ingredients and unmatched variety. Grandfather Joe Liuzza, the heart of the Henderson/ Liuzza Family, was an ambitious young farmer who began his career in 1943 with only 20 acres and a dream. He planted the seeds to what has now grown into the largest strawberry farm in the state of Louisiana. Four generations later, the legacy lives on with the Salad Station Franchise. Salad Station currently has 30 locations open throughout the United States. For more information, visit [saladstationfranchise.com](https://saladstationfranchise.com).

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