



**CHOP T<sup>®</sup>**

**CREATIVE SALAD CO.**

**Real Estate**

**Requirements**

# The Chop't Story

College friends **Colin McCabe** and **Tony Shure** opened the first **Chop't Creative Salad Co.** in New York City's Union Square in 2001, revolutionizing the way people thought about salad and changing the future of quick casual food. Colin and Tony wanted to bring something creative, fresh and healthy to the lunchtime scene in New York City. At a time when salads were considered by most to be just a side dish, they believed delicious, farm-fresh salads could be the center stage of any meal.

More than 10 years later, Chop't is the leader of the premium salad segment with 15 restaurants and growing in New York and Washington, DC. The company's singular focus on the quality of its food has earned Chop't an extremely loyal customer base and long lines that extend out the door. Customers can choose from 24 homemade, artisanal dressings and more than 60 different farm-fresh ingredients that are chopped at lightning speed by a Chop'r, a master of the company's signature chopping tool—the mezzaluna.

Much of Chop't's success is due to the company's execution, its real estate strategy and relationships with landlords. Chop't spends more dollars per square foot on its store build-out than most of its competitors. Its restaurants are operated efficiently and with a fanatical eye toward cleanliness. Every Chop't location is proudly company owned.







**“Leader of  
premium salad segment”**

**“Nation’s Restaurant News  
‘Hot Concept’  
Winner”**

**“15 units in New York  
and Washington, DC and  
growing”**

**“No cooking  
on site”**





## Real Estate Requirements

- 2,000 - 3,000 square feet
- Class A office locations in urban environments
- Grocery-anchored centers in upscale suburban communities
- Preferred generators include:
  - dense office populations
  - upscale residential communities
  - daily-use shopping centers
  - students and universities
  - hybrid urban communities
- Minimum 25 feet of frontage required
- Patio seating preferred
- Minimum of 30+ parking spots in suburban communities

## Contact

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