

## **FOR IMMEDIATE RELEASE**

**Contact: Tessie F. Patterson  
or Paula Murphy  
713/520-7111**

### **SALATA – A NEW GENERATION SALAD BAR**

HOUSTON...For the ultimate salad bar experience, Salata “Create Your Own” is the perfect choice. From the contemporary, well-designed space, with crisp, fresh and welcoming interiors, to the abundant array of the freshest ingredients, Salata is changing the perception of the salad bar.

Rather than the expected serve-yourself salad bar, Salata is staffed by salad tossers that fill salad bowls with unlimited ingredients selected by diners, then expertly toss the ingredients with a choice of one of eight all-natural, house-made salad dressings. The result is a custom-made salad creation – unique to each individual diner.

Owner and concept developer Berge Simonian says, “I developed Salata to give diners the best possible salad. For a salad to be really good, you want the ingredients to be absolutely fresh, and the dressings have to have great flavor. And then you have to toss the salad to distribute the dressing evenly. That’s when you have a great salad!”

At Salata, the Latin origin of the word salad, diners are offered a mind-boggling array of impeccably fresh salad ingredients, all in unlimited quantities. The base of any salad is, of course, lettuce. Salata has four types of lettuce on which to build individual salad masterpieces – romaine hearts, spring mix, spinach and its signature Salata mix.

After selecting the lettuces, diners can add any quantity of toss-ins, from salad stalwarts such as tomatoes, cucumbers and carrots, to more unique items such as sun-dried tomatoes, dried cranberries, bell peppers, chick peas, green peas, corn, red and black beans, black and green olives, chopped bacon, chopped egg, jalapenos, radishes, snow peas, celery, blueberries, strawberries grapes and mandarin oranges. There are also a selection of cheeses - bleu, feta, Parmesan and cheddar – and seeds and nuts, including pumpkin seeds, walnuts and almonds. In all, there are nearly 50 items to choose from.

To transform the salad into an entrée, Salata offers several delectable protein selections. A trio of chicken breasts flavored with pesto, chipotle or marinated with herbs, along with baked salmon, marinated shrimp and crabmeat make for a hearty yet

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## SALATA CREATE YOUR OWN/2

lean meal. As an accompaniment, Salata offers a choice of breads – sourdough, wheat, pesto and chipotle – served piping hot from the oven.

In addition to the have-it-your way salad, Salata also offers Salad Wraps, combining any of the ingredients from the salad bar, but wrapped up in a fresh flour tortilla, available in four varieties – chipotle, wheat, spinach and traditional flour.

The fast-casual eatery offers two savory soups daily – fresh vegetable and tomato basil – along with delectable brownies and assorted cookies.

Simonian says that any salad bar can assemble good ingredients, but it's the salad dressings that make a salad stand out. "Our salad dressings are unique in flavor and are made with all-natural ingredients." Simonian's partner Tony Kyoumjian is in charge of maintaining the dressing supply, whipping up eight varieties for the "salad-teria" on a regular basis. Dressing selections include Fresh Herb Vinaigrette, Classic Ranch, Classic Caesar, Honey Mustard, Ginger Lime, Chipotle Ranch, Fat-free Sun-Dried Tomato and Fat-Free Mango. The flavorful dressings proved so popular with the diners that they are now made for purchase in 12-ounce bottles, sold at restaurant with plans to distribute them to food markets throughout the area.

Simonian has been fine-tuning the Salata concept for the past decade. He previously owned other fast-food, food-court concepts, but he felt that salads were the wave of the future. "All the statistics on what diners want today point to concepts that offer four trends: build-your-own options, light and healthy offerings, casual and quick service, and meals priced under \$20 per person. Salata combines all four trends: The main offering is light and healthy, is served quickly in a casual, sleek environment, costs less than \$10 per person, and diners get to select every ingredient themselves.

The original Salata, now celebrating its first anniversary, is located in Houston's downtown tunnel at 919 Milam, #T925 (77002); telephone 713/739-9300. The create-your-own salad bar offers catering and delivery to downtown destinations and accepts faxed-in orders (fax 713/739-9301). The eatery is open daily from 10:30 a.m. to 2:30 p.m.

A second location opens in January 2007 in the Houston Center food court across from the George R. Brown Convention Center, 1200 McKinney, Suite 339 (77010); telephone 713-739-9000, fax, 713-739-9002.

For more information on Salata, visit [www.salata.biz](http://www.salata.biz).