

SumoSalad serves organic soup - a first in fast food

SUMOSALAD is a healthy food outlet that has revolutionised the fast food industry through serving of a range of delicious yet nutritious menu items – “we only use the highest quality ingredients, sourced fresh daily, and we never use artificial colours or flavours, genetically modified products or unnecessary fats,” says Luke Baylis, Managing Director and founder of SumoSalad.

Healthy fast food seems to be a winner recipe as the franchise, now with over 70 restaurants spread across 6 states and territories, and another 16 coming soon, has won the Westfield Best Food Retailer award in 2007, the BRW Hot Franchises award in 2006 for being the number one fastest growing franchise, and the National Retail Association Reward for Excellence 2006 as the best overall performer of the year.

In keeping with its healthy, forward thinking approach, the fast food chain has taken another sumo step, recently becoming the first national food retailer to add certified organic options to its menu.

“We wanted to provide our customers with an even healthier choice this winter –as it is

the season when people tend to get run down, fall ill and don't eat well. For a nutritious winter meal to combat the flu season, certified organic soup seemed like the best possible product,” says Shannon Jenkin, National Marketing Manager at SumoSalad.

“We chose to serve up ‘certified organic’ as we believe it is important to show our consumers that we are practicing what we preach - sourcing ‘certified’ was an important part on delivering on our promise,” says Ms. Jenkin.

Akiko Nicholls, Managing Director at ACO, says that it is fantastic to see fast-food become organic on such a major scale.

“People who prefer to choose organic food, but do not have the time to prepare their meals, now have the convenience of SumoSalad soups!

“Certified organic food essentially contains more than 95% organic ingredients (excluding salt and water). The other 5% is also natural – containing only naturally produced ingredients and non synthetic additives,” says Ms. Nicholls.

Ms. Nicholls says that choosing certified



organic is a step in the right direction for both a better health and environment.

The organic soups, which are designed by leading ACO company, Organicus, are being sold throughout the Sumo Salads stores, and are available in four delicious flavours; Creamy Pumpkin, Beef & Barley, Chicken & Sweetcorn and Roast Vegetable & Lentil. To make you feel even warmer on the inside - if you buy an organic soup - Sumo Salad will donate \$1, (for every litre of soup sold in-store), to the Salvation Army Victorian Bushfire Appeal.

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