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Interview: Saladworks and Katie Cavuto Discuss New Om Salad



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INTRODUCING THE NEW
om salad

SALADWORKS × {KC} KATIE CAVUTO RD

*limited time only

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Saladworks has joined forces with Philly's own registered dietician and wellness advocate Katie Cavuto RD to launch a new ultra healthy, nutritious salad called the Om Salad.

The new Om Salad features a house blend of house blend of kale, romaine, frisee &

radicchio with red cabbage, zesty orange segments, red peppers, sesame seeds, roasted broccoli & brown rice all topped with a homemade honey miso dressing. The leafy dish is focused on a flexitarian diet as more and more people on the East Coast are choosing to eat less meat. This is also the first time that Saladworks is making a homemade dressing, focused on a cleaner eating experience.

I stopped by the Saladworks in Cinnaminson, NJ to try the new salad. I met with owners Maria and Ike Carabases, who also own Saladworks franchises in nearby Delran and Collingswood, NJ. Maria is excited about the new Om Salad and said sales have been good so far. They're also going to launch another new salad and possibly a grain bowl in the coming months. What sets the Cinnaminson location apart from the others is they don't serve sandwiches here. Instead, they focus on salads and have 10 soups to choose from on a daily basis. I'm really excited about that grain bowl.



The Om Salad [Photo: Marilyn Johnson]

I sent some questions to Saladworks President & CEO Pat Sugrue and Katie Cavuto to tell me more about the Om Salad and the partnership.

Philly Grub: What inspired the partnership between Saladworks and Katie

Cavuto?

Saladworks President & CEO Patrick Sugrue: Grounded in our Brand Positioning, Saladworks is working on rolling out new and innovative menu items that will delight our existing guests and attract more frequent visits from new consumers. Katie Cavuto is unique in that she is both chef and dietician. She shares our guiding principle on menu development which is “taste above all else.” Our new menu items offer health and dietary benefits while also being satisfying and delicious. Being from the Philadelphia area, Katie was a natural fit to work with Saladworks on the next phase of our growth. Om is the first of many new items that will roll out over the next year.

PG: What was the thought process of developing the Om salad?

Katie Cavuto: When I create a recipe I like to start with flavors and concepts that consumers are familiar with. This offers the foundation to introduce new ingredients in an approachable way. The inspiration for OM was born from the public’s love for Asian inspired salad concepts. From there, I took color, texture and ingredient quality into consideration. I aimed to give the traditional Asian salad recipe an upgrade by roasting the broccoli to concentrate its sweetness, using fresh oranges instead of canned mandarins and making a crave-worthy homemade salad dressing using clean ingredients.

PG: Is the Om Salad available at all Saladworks locations?

PS: We are excited to offer the Om salad with house-made honey miso dressing at all of our locations.

PG: Is the Om Salad on the menu for a limited time or will it be available indefinitely?

PS: The Om salad will be available indefinitely. It’s the first of a lineup of salads and complimentary menu items that will roll out this year. These products boast enhanced plant-based options and house-made dressings.

PG: What healthy modifications would be suggested in case anybody wanted to add something?

KC: This salad is incredibly nourishing on its own. As for additions, my picks would be crunchy colorful vegetables like carrots and cucumbers. You could also add a protein grilled chicken or, if you are vegetarian, extra nuts and seeds to bolster the protein content.

I agree, the Om Salad is extremely delicious on its own, but for my evaluation purposes, I decided to add grilled chicken per Katie’s recommendation. It was a very satisfying and tasty salad. One I’d gladly order again and recommend for those looking for a healthier salad option.

Saladworks, the nation's leading entrée salad destination, serves people nature's best, one salad at a time. America's original fast-casual salad concept, Saladworks first opened its doors in 1986 and launched its first franchised location in 2001. Today, consumers can visit Saladworks in nearly 100 different locations in thirteen states and two countries. At Saladworks, all salads are made to order, one at a time, from a wide variety of the freshest vegetables, fruits, proteins and delicious dressings. Saladworks guests can create their own salad, or enjoy one of many signature and seasonal salads, together with a selection of freshly-made sandwiches or soups.

In 2017, Entrepreneur named Saladworks one of the Top Food Franchises, FastCasual.com ranked Saladworks in its annual list as one of the Top 100 Movers and Shakers, and Saladworks was ranked on the 2017 Franchise Times Top 200+. Saladworks' headquarters is located in Conshohocken, PA.

Special thanks to No Limit Agency and Saladworks for arranging my visit to evaluate the salad. Our opinions are our own.