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Just Salad introduces Market Plates

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Just Salad, the fast-casual restaurant chain committed to making everyday health and sustainability possible, announced the launch of its newest menu category, Market Plates, designed to provide variety for its guests, with a particular focus on the dinner daypart for health-conscious consumers. The permanent menu addition will feature from-scratch, oven-fresh options that include premium proteins, nourishing grains, and seasonal sides at an accessible price point, setting a new standard for approachable, high-quality dinner options in the fast-casual space.

Market Plates marks a strategic menu expansion initiative for Just Salad, building on its established position as a go-to lunch destination with crave-able, accessible, plant-centric offerings in both high-density urban markets and suburban communities. With the majority of its sales occurring at lunch, Market Plates creates a dinner-friendly option for customers looking for a healthy, hearty option for dinner. On the heels of its $200 million capital raise, Just Salad's new menu category will support its growing share in the dinner market, offering hearty, well-balanced meals that cater to the evolving needs of the consumer while growing unit economics as it expands nationwide.

"We've built incredible loyalty with our lunch offerings, and now we're excited to introduce a new option with the same commitment to quality, health and sustainability our customers have come to expect," said Nick Kenner, Founder & CEO at Just Salad. "This launch reflects our understanding that today's consumers seek quick and convenient options that deliver healthful, protein-forward meals, whether that's for lunch or dinner. By expanding our menu to include these chef-crafted plates, we're answering the call from our customers who want to enjoy Just Salad in a variety of ways and beyond their traditional salad at lunch as we scale across the country."