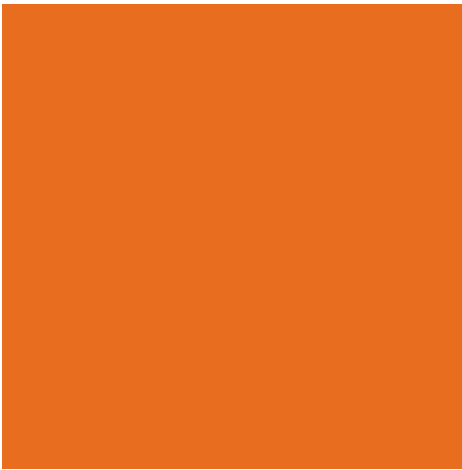


Toasted n. Noun
[toe-sted]

A fast casual concept focused on elevating a staple of American cuisine - the Grilled Cheese.



OUR BRAND

Toasted is an experience based, fast casual brand focused on elevating a classic American sandwich – the grilled cheese. The menu features specialty crafted grilled cheese & burgers made with premium, locally sourced ingredients that are prepared in house. The menu is simple yet sophisticated with flavors to satisfy both the grilled cheese purist and those with more adventurous palates. Toasted offers a full vegan menu and wide array of gluten free menu options to accommodate any dietary restriction. The uniqueness of the concept as the only grilled cheese restaurant in Central Florida is the initial draw for guests. However, Toasted's high standard of food quality and unparalleled service is what turns these first time guests into brand enthusiasts.

OUR GUESTS

Grilled cheese is a nostalgic food and a symbol of classic Americana. Because of this, Toasted's guest demographic is wildly diverse. Whether they are families with children or adventurous foodies, all of Toasted's guests expect high quality food paired with exceptional service. Overall, Toasted's guests are concerned with where their food comes from and how it is prepared. They are experience-seeking and expect a twist on the ordinary when it comes to dining.

OUR LEADERSHIP

A 40 year veteran of the restaurant business, Jeffrey Yarmuth's experience has not only spanned different cuisines and service styles, but has also taken him across the nation. Yarmuth began working his way up the ranks from server to southeast regional manager of the San Francisco based concept Victoria's Station.

In 1982, Yarmuth took his ground up operational experience and applied it to restaurant ownership, becoming a franchisee of the emerging Sonny's BBQ chain owned by its namesake Sonny Tillman. After Yarmuth and his cousin Robert purchased the chain from Tillman in 1991, Yarmuth spent the next 20 years as President/COO of the company, growing it from 70 to 150 restaurants across 9 states.

After retiring in March 2011, Yarmuth quickly found it difficult to simply rest on his laurels. He soon after set his sights on developing a new fast casual brand focused on elevating a classic American sandwich – the grilled cheese. Yarmuth enlisted the help of his daughter, Megan, to create the brand. Pairing his operational experience with her background in food & beverage marketing, the two developed Toasted.

Toasted opened its doors in Winter Park, Fl in February 2013. Quickly, the concept received overwhelming acclaim from critics and guests alike.

OUR DESIGN

“Clever, not cheesy” was the mantra used when choosing the design elements to represent the Toasted brand. The overall goal of the design was to mimic the light-hearted feel of the brand while still looking smart and composed. The 4 tone color palette in the restaurant is both bright and whimsical. This brightness is accented by more subtle design pieces such as cheese grater light fixtures. Two primary design focal points drive home the brand message of clever cheesiness. The 3-dimensional “Cheese Wall,” intended to emulate the look of Swiss cheese, is made from recyclable sugar cane. Complimenting this is the Periodic Table of Cheese. This play on the periodic table of elements serves as an informative conversation piece for cheese lovers. These two staple design pieces have quickly become brand identifying images.





OUR MENU

At the core of the Toasted brand is the commitment to provide guests with the freshest, highest quality, homemade ingredients whenever possible. All bread products baked daily by a local artisan baker and are completely preservative free. All proteins are fresh, never frozen, and are always cooked in house. Menu items are always cooked to order, ensuring guests gets the freshest food possible.

The engineering of the menu was intentionally kept simple, focused only on the two entrée categories of grilled cheese and burgers. However, within these categories, guests will find a wide arrangement of flavors to satisfy any craving. Sandwiches such as *The 101* (CHEDDAR CHEESE & TOMATO) or *The Big Cheese* (CHEDDAR, MUENSTER, SWISS, JACK CHEESE & ARUGULA) were designed for grilled cheese purists while the *Fig & Goat* (HAVARTI, GOAT CHEESE, MISSION FIGS, HONEY & BASIL) and *As Gouda As It Gets* (SMOKED GOUDA, ROASTED CHICKEN, GARLIC SPINACH & ROASTED RED PEPPERS) satisfy more adventurous palates.

Toasted's burgers offer flavors just as bold with the best-selling *Southern Comfort* made with a fresh 7 oz beef patty, Cheddar cheese & apple wood smoked bacon topped with house made macaroni & cheese and BBQ sauce. Premium sides such as Toasted's truffle oil & fresh rosemary fries are a star of the menu, only to be rivaled by both the housemade mac & cheese (JARLSBERG, SHARP CHEDDAR, GRUYERE) and roasted tomato soup, available in a dipper and cup portion. For guests looking for a healthier option Toasted offers specialty salads made with the freshest produce possible. A full vegan menu and wide array of gluten free options are available to accommodate guests with all dietary restrictions.



Toasted: Crafted Grilled Cheese & Burgers

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Open daily, 11-9:30pm

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