

**BRANDING DUO AT GET STIRRED UP
PUTS NEW SPIN ON CHOPTSALAD.COM**

CHICAGO, May 26, 2010—The brand strategy and design duo at Get Stirred Up (www.getstirredup.com) today announced that they have just completed a major overhaul and redesign of the www.choptsalad.com website for Chop't® Creative Salad Company. The brand is a pioneer and standard-bearer in the premium custom-craft salad restaurant category and named a "[Hot Concept](#)" by Nation's Restaurant News. The redesigned website highlights the 10-unit New York City and Washington D.C.-based brand's focus on the superior quality and freshness of its menu and the signature hip vibe and unique culture that has earned it an unrivaled following in the highly competitive markets where it operates.

In a departure from the standard "share our fare" approach taken by most quick-serve restaurant brands, Chop't's new website focuses on its trademark point of view—"Better Tastes Better." In designing the site, Get Stirred Up used a combination of bold graphics, modern type treatments, and a variety of interactive features such as the actual chopping of ingredients, comprehensive information on all the brand's standard and seasonal menu items, ingredient options, and homemade, small-batch dressings (including nutrition calculators), as well as online ordering, mapping and social media features.

Rick Bacher, Get Stirred Up's creative director, commented: "We were delighted to have had this opportunity to expand on our more than two-year agency relationship with Tony Shure, Colin McCabe, Nick Marsh and the rest of the senior management team at Chop't. David and I share a certain founders' DNA with them, having also created a custom-craft restaurant concept in a different category." Shure added: "Reinforcing our company's distinct culture and commitment to constant menu innovation was tremendously important to all of us at Chop't and we knew we could count on the team at Get Stirred Up to put that into sharp focus."

About Get Stirred Up

Chicago-based Get Stirred Up, an award-winning strategy and design duo, focuses on bringing innovative ventures to market or making them stronger, working with organizations across a wide array of industries. Branding themselves as "Innovation Activists™," they identify, develop and introduce new products, services, and branded experiences or create entirely new enterprises that provide sustainable models for line extensions and channel expansion. They also get involved in establishing or overhauling a brand's positioning, corporate identity, package design, retail experience or service delivery model. Get Stirred Up's engagements are led by David Roth and Rick Bacher, who've received much notoriety as the co-founders of Cereal City Cafe, which was acquired by the parent company of Cold Stone Creamery in 2007. For more information, please see www.getstirredup.com.

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