

Client: Tender Greens


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LOCAL BITE - LOS ANGELES

LOCAL SALAD RESTAURANT
Tender Loving Care



The Bite

Does your growling belly need some attention? Grab a meal that's easy on the taste buds at salad specialist **Tender Greens'** new WeHo location. It's bigger than its Culver City cousin (but same cafeteria-style setup and menu), plus it's got stuff you can't get at the CC location, like Wild Shrimp Ceviche Salad with thin strips of chorizo, and Southern Fried Chicken Salad. TG serves humanely raised meat, line-caught fish, and **local produce** - how considerate.

Small Changes
ADD UP

If 10,000 LA Biters eat locally sourced greens instead of ones shipped cross-country once a week for a year, we'll keep the CO2 produced by 23 round-trip flights from LA to NYC outta the atmosphere.

Why Care?

Locally produced food reduces the farm-to-plate journey, shrinking fuel use and CO2 emissions. Also cool: TG sports a shiny wooden counter made from reclaimed gym bleachers and seat cushions made from 100% postconsumer recycled fabric.

Personally Speaking

There's sweets too: We washed down the Seasonal Thumb Print Cookie with a glass of juicy Pinot Noir from Monterey's Poppy.

Wanna Try?

Tender Greens, 8759 Santa Monica Blvd., WeHo (310-385-1919). Wild Shrimp Ceviche Salad, \$10.50.

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COCKTAIL FACT



The day after Elvis performed "Love Me Tender" on the *The Ed Sullivan Show*, RCA got 1 million advance orders for the song, making it a gold record before it was even released.

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