

FOR IMMEDIATE RELEASE
Media Contact
MADGreens@PrimTheAgency.com



MAD Greens Makes Bold Bet on Flavor-Forward Growth with Sweeping Menu Transformation and New CEO

Colorado fast-casual pioneer reimagines the majority of its menu, names returning executive John Montgomery as Chief Executive Officer, and plants its flag as the most craveable brand in better-for-you dining
[High-resolution photos here.](#)

DENVER, COLO. (April 8, 2026) – [MAD Greens](#) is making its boldest move yet. As competition intensifies across the fast-casual, better-for-you category and diners grow increasingly selective about where they spend, the Colorado-born brand has completed a major transformation: reimagining approximately 80 percent of its menu alongside a leadership change to accelerate its next phase of growth.

Salad Collective, parent company of MAD Greens, has named John Montgomery as Chief Executive Officer. A veteran of the brand, Montgomery previously served as president from 2016 through 2022, and most recently as president and Chief Financial Officer of Illegal Pete's. He returns to MAD Greens at a pivotal moment as the company makes its most significant investment in culinary innovation since its founding in 2004. He succeeds Darden Coors, who assumes the role of Chairman of the Board of Salad Collective. Coors will remain actively engaged in long-term vision and growth strategy while focusing on AC Development initiatives, including Clayworks, the Coors family's mixed-use district in downtown Golden.

"The better-for-you category is crowded, and competing on health claims alone isn't a strategy anymore," Montgomery said. "Guests want to be wowed with new flavors, premium ingredients, and food that gives them a reason to come back tomorrow. That's exactly what we're building at MAD Greens, and we have the culinary credibility, the scratch-made foundation, and the team to do it better than anyone in this space."

Completed in March 2026 in partnership with [The Culinary Edge](#), a leading culinary innovation firm behind menu strategy for some of the industry's most recognizable restaurant brands, the menu overhaul introduced 20 new dishes across every category: salads, warm bowls, wraps and sides. The transformation is anchored by a deliberate "value through flavor" strategy. MAD Greens is differentiating through elevated ingredients, globally inspired profiles and scratch-made craftsmanship that commands attention in a crowded market.

The result is a menu that delivers what fast casual rarely does: real culinary depth, from warm fire-grilled steak tenderloin to house-made dressings and thoughtfully layered builds that feel intentional and premium. With 80 percent of the menu reimaged, this is not a refresh. It is a repositioning toward more craveable, customizable food that truly satisfies.

"We took a hard look at where the category is going and built a menu that delivers more flavor, more variety and a more memorable experience, while still staying grounded in real, nutritious ingredients that guests can fully customize," said Jeff DiSanto, Director of Culinary for MAD Greens. "We want to be your favorite place to eat. That means serving something you can't easily recreate at home and a reason to come back again and again. We're paying attention to what people crave and are making sure it's worth the visit."

Salads now lead with chef-driven builds designed to stand out. The Cowboy Cookout Steak Salad features warm fire-grilled steak tenderloin with avocado, corn, black beans, crispy onions, a smoky chipotle ranch and BBQ drizzle. The Chili Lime Chop Salad layers lemon herb-roasted shrimp, cotija, avocado, pickled red onions, and a cilantro chili lime dressing with a Fritos crunch. The Orchard Salad brings Fuji apples, candied pecans, cranberries, goat cheese and honey balsamic vinaigrette. Even classic signatures have been elevated: the Caesar Crunch now features hand-chopped romaine, house-made focaccia croutons, parmesan crisps, shaved parmesan, fresh lemon and an enhanced scratch-made Creamy Caesar dressing.

Warm bowls, built on a premium U.S.-grown five-grain wild rice blend sourced in partnership with USA Rice, have expanded as a core platform for the brand. The Heart & Seoul Steak Bowl delivers fire-grilled steak tenderloin, charred broccoli, rainbow slaw, edamame, cucumbers, wontons, tuxedo sesame seeds, sesame ginger dressing, and gochujang drizzle. The MADiterranean Bowl is an explosion of flavors, featuring herb-grilled chicken, whipped feta with pita chips, tomatoes, cucumbers, pickled red onion, fresh chopped mint, green goddess dressing, and green-herb drizzle. The Sriracha Sesame Tofu Bowl brings a modern vegetarian option with heat and depth showcasing house-made sriracha almond dressing.

Wraps feature heartier, high-value builds designed for life on the move, including the Spicy Street Corn Wrap with roasted southwest chicken and cilantro chili lime dressing, the Steak Fajita Wrap with roasted red peppers and green chiles as a fresh take on a burrito-style fast-casual alternative, and the Picnic Pesto Wrap with mozzarella pearls, basil pesto, and balsamic glaze drizzle.

Sides are designed to complete the meal with craveable options that are hard to pass up, including the fan-favorite Creamy Whipped Feta Dip topped with honey and a sprinkle of proprietary MAD Spice for a sweet-heat finish, served with herb focaccia or fresh-cut carrots and celery. Additional offerings include Loaded Mediterranean Hummus, Sriracha Hummus, and a Green Goddess Pasta Salad. Across every category, distinct flavor profiles, elevated ingredients, and thoughtful combinations make each item feel intentional and worth returning for. Most of these new menu additions are also available through MAD Greens' rapidly growing catering platform.

Montgomery's return is well-timed. He first joined MAD Greens in 2008 and spent years building its operational foundation and guest experience before leading the brand as

president through 2022. His subsequent role at Illegal Pete's deepened his expertise in financial strategy and multi-unit operational performance. He comes back to MAD Greens as the architect of its next phase.

"Darden built something real here: a brand with genuine values, genuine quality and genuine guest loyalty," Montgomery said. "My job is to take that foundation and push it forward. The menu transformation we're announcing is the clearest possible signal of our intent."

Coors, who played a defining role in MAD Greens' growth and expansion across Colorado, Texas and Arizona, sees the transition as a strategic evolution. "As Chairman, I'll remain closely involved in guiding our long-term direction," Coors said. "John understands this brand at its core, and the investment we're making in this menu reflects exactly the kind of bold, values-driven thinking that will position MAD Greens for the next decade."

###

About MAD Greens

Founded in Colorado in 2004, MAD Greens is where flavor fuels adventure. The #1 salad concept in the Denver market, MAD Greens is redefining fast-casual with chef-driven salads, warm bowls, wraps, and sides made fresh daily. No freezers, no fryers, just real food made fast. Fully customizable and built for life on the move, the menu balances bold, craveable flavor with feel-good ingredients, proving nutritious can still be delicious. MAD Greens operates 23 company-owned restaurants and multiple licensed locations, with plans for continued non-traditional growth in 2026 and beyond. More information at madgreens.com.

About Salad Collective

Salad Collective is the parent company of leading fast-casual brands MAD Greens, Snappy Salads, and Tokyo Joe's. Headquartered in Golden, Colorado, the company operates 60 restaurants across Colorado, Texas, and Arizona and is focused on building better-for-you restaurant concepts rooted in strong culture, culinary innovation, and operational excellence. More information at saladcollective.com.