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# Fenway raises a Toast as startup spreads headquarters space, plans hiring spree

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Google-backed software startup Toast is raising a glass to Boston's Fenway neighborhood with a doubling of its headquarters space.

The company has been headquartered in 37,500 square feet at Hatch Fenway, a startup launchpad located within the historic Landmark Center, and is now expanding into 81,000 square feet within the building.

The Boston Business Journal [first reported on Toast's expansion plans in January](#). At the time, Toast CEO Chris Comparato said Toast leadership was surveying "dozens" of locations in Boston with a leasing team from CBRE New England.

Earlier this year, Comparato told me how Toast grew up in Hatch Fenway, a 110,000-square-foot startup launchpad developed in 2015 by [Samuels & Associates](#) as a bridge for startup tenants who had outgrown incubator or coworking space but didn't feel comfortable signing a long-term lease.

"It's allowed us and afforded us the growth that we've witnessed," Comparato said. "It's been very good for us."

Today, Toast has nearly 500 employees across the country, about half of which work in Boston. Comparato said in January that the company plans to hire "several hundred" employees in 2017.

In January 2016, [Toast landed \\$30 million in Series B funding](#) from Bessemer Venture Partners and GV, formerly Google Ventures. Later that year, a lawsuit accusing Toast of breach of contract and unfair and deceptive business practices [was filed in Suffolk County Superior Court](#).

Toast has 31 open positions listed in the Boston area. It lists another 41 positions in 18 states, including New York, North Carolina, Florida, Texas and California.

In an emailed statement Friday, Comparato said: "As one of the fastest growing (software as a service) companies in the U.S., we started the year at several hundred employees and plan to double-triple each year as we continue to rapidly grow."

In January, Comparato said that Toast aimed to move into its new Boston headquarters by early 2018.



COURTESY OF TOAST

Toast, which offers an Android-based point-of-sale system for restaurants, raised \$30 million from Google Ventures and Bessemer Venture Partners in January 2016.

Beyond the Toast move, Samuels & Associates has major plans for a redevelopment of the 1 million-square-foot Landmark Center. The work will begin with the conversion of a 1.1-acre surface parking lot at the corner of Brookline Avenue and Park Drive into a public park. Samuels aims to launch its newly phased Landmark Center development plan this June.

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