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Forty Looks Good On The Melting Pot As The Brand Celebrates Its 40th Anniversary With Special Franchise Development Incentive Program

Leading Polished Casual Fondue Restaurant Offers 40 Percent Discount On Franchise Fee For New Franchises

The Melting Pot® Restaurants, Inc., the world's premier fondue restaurant and a leading polished casual dining franchise, announced today that it is celebrating its 40th anniversary in 2015 by offering a significant discount on its initial franchise fee for new franchises. Available through the end of the year, new and existing franchisees who sign either a domestic or international franchise agreement will receive 40 percent off the initial franchise fee for their first restaurant. This is an \$18,000 savings on the domestic and Canadian fee of \$45,000.

"Over the past 40 years, The Melting Pot has evolved from a single restaurant into a global franchise. We owe much of our success to our loyal network of franchisees that has been an integral part of our brand's development," said Mike Lester, president of The Melting Pot Restaurants, Inc. "Combined with our recent operational and menu enhancements, the reduced franchise fee provides a great incentive to invest in the brand and encourages future development. We've never done anything like this before, but we've also never been 40 before. There's truly never been a more exciting time to become a Melting Pot franchisee."

The Melting Pot plans to expand its footprint in select markets throughout the U.S. and overseas. Domestically, the company is seeking new franchisees in markets, including Anchorage, Alaska; Dallas, Texas; Hartford, Conn.; and Los Angeles, Calif., as well as Memphis and Chattanooga, Tenn. On the international front, The Melting Pot is focusing its expansion efforts in target cities across Brazil, Canada, China, India, Japan and South Korea. During the first half of 2015, the company plans to open its first restaurants in Jakarta, Indonesia; Dubai, United Arab Emirates and Riyadh, Saudi Arabia.

Underscoring its 2014 achievements, The Melting Pot was ranked sixth out of 38 concepts in the casual dining segment of the *Nation's Restaurant News* 2014 Consumer Picks Survey. In the varied menu/specialty sub-segment of the casual dining industry, The Melting Pot ranked first in the categories of cleanliness, service and likelihood to recommend. Overall in the casual dining segment, the brand ranked second in cleanliness, second in service and fourth in likelihood to recommend.

The Melting Pot operates more than 130 restaurants in the U.S., Canada and Mexico and has more than 20 locations in development internationally. The concept is known for offering an assortment of flavorful fondue cooking styles and a variety of unique entrées served with signature

dipping sauces. The menu features a variety of a la carte selections, highlighting customizable options that invite guests to enjoy one, two, three or more courses as they select any combination of individually-priced cheese fondues, salads, entrees and chocolate fondues.

To learn more about franchise opportunities and available territories, The Melting Pot is hosting a live webinar on Thursday, March 12 at 11 a.m. (EDT). To register, please visit <https://attendee.gotowebinar.com/register/6034775486781786369> or contact Shak Turner, director of franchise development for The Melting Pot, at 800-783-0867 ext. 105 or sturner@meltingpot.com.

The Melting Pot is seeking entrepreneurs with business backgrounds and/or preferably restaurant experience who are passionate about the brand and want to be their own bosses. Franchisee candidates should have a credit score of 650 or higher, a minimum net worth of \$750,000 and liquid assets of at least \$325,000 per unit. Depending on the real estate site selected, franchisees can expect the total investment for one restaurant to be approximately \$977,000 to \$1,436,000. Single-unit and multi-unit franchise opportunities are available with an initial franchise fee of \$45,000 per unit. As the brand celebrates its 40th anniversary in 2015, a 40 percent discount will be offered on the initial franchise fee for the first restaurant for all new franchise agreements signed in 2015.

To learn more about ownership opportunities with The Melting Pot, contact Shak Turner, director of franchise development for The Melting Pot, at 800-783-0867 ext. 105 or sturner@meltingpot.com or visit www.meltingpotfranchise.com.