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The Melting Pot Expands Beyond North America

The Melting Pot announced its first restaurant outside of North America has opened in Jakarta, Indonesia. The latest opening comes on the heels of the company announcing its plans for continued international expansion. The Melting Pot is on track to open its first restaurants in Dubai, United Arab Emirates, and Riyadh, Saudi Arabia, later this year, as well as its fourth location in Mexico City, Mexico.



“We are thrilled to announce the opening of the first Melting Pot restaurant beyond North America,” says Mike Lester, president of The Melting Pot. “The new Jakarta restaurant demonstrates how The Melting Pot’s interactive dining experience translates well across cultures that value spending quality time with family and friends over meals. We are confident that the concept will continue to grow overseas and look forward to introducing our unique dining experience and delicious fondue styles to Jakarta residents.”

The Jakarta restaurant is one of five restaurants to be built in Indonesia by Ramon Liando, a native Indonesian with 15 years of foodservice experience. The second restaurant is also slated to open in Jakarta by 2016.

“I am proud to be the first franchisee to bring The Melting Pot to Asia,” Liando says. “I strongly value the brand’s commitment to delivering a superior guest experience and look forward to expanding its presence throughout Indonesia.”

As part of its international development, The Melting Pot is focusing its expansion efforts in target markets such as Hong Kong and cities throughout Brazil, Canada, India, Japan, and South Korea. Domestically, the company is seeking new franchisees in markets, including Anchorage, Alaska; Dallas; Hartford, Connecticut; Los Angeles; and Memphis and Chattanooga, Tennessee.

The Melting Pot operates more than 130 restaurants in the U.S., Canada, Mexico, and now Southeast Asia, and has more than 20 locations in development internationally.