

March 31, 2015

The Melting Pot Signs First Franchise Agreement For Arkansas



The Melting Pot Restaurants Inc. has signed a franchise agreement to develop its first restaurant in Little Rock, marking the brand's entry into Arkansas. Currently, The Melting Pot has more than 130 restaurants across 35 U.S. states, Canada, Mexico, and Southeast Asia, and more than 20 locations in development internationally.

"We're excited to further expand our national presence with the signing of our first franchise agreement in Arkansas," said Dan Stone, VP of franchise development for Front Burner Brands. "We look forward to working with our new franchise partner to introduce Little Rock residents to our one-of-a-kind, polished casual dining experience."

Allen Hurst plans to develop The Melting Pot's first Arkansas location in Little Rock, which is slated to open by early 2016. Hurst will relocate his family from Denver, Colorado, to the Little Rock area, where he aims to develop additional restaurants in Arkansas and neighboring states over the next five years.

"When looking into franchise opportunities, I was attracted to the support offered by Front Burner Brands and the unique dining experience found at The Melting Pot," said Hurst. "My wife and I were first introduced to the brand when we dined at the Denver location for our 15th wedding anniversary, and we were amazed by the food and exceptional service. We look forward to the opening of our first Melting Pot restaurant and eventually expanding the brand's presence in new markets throughout Arkansas."

The concept is known for offering an assortment of flavorful fondue cooking styles and a variety of unique entrees 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.

The Melting Pot is seeking franchisee candidates to expand the brand. To fuel national expansion, The Melting Pot is hosting a live webinar on April 23 at 2 p.m. (EDT). 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.