

June 18, 2015

## The Melting Pot Fuels Expansion in Anchorage, Alaska with Development Incentive

The Melting Pot® Restaurants, Inc., the world's premier fondue restaurant and a leading polished casual dining franchise, today announced the company is accelerating its expansion effort in Anchorage, Alaska by offering a significant discount on its initial franchise fee. In honor of its 40th anniversary, The Melting Pot will offer new franchisees who sign a franchise agreement to develop one or more restaurants a 40 percent discount off the initial franchise fee for their first restaurant – an \$18,000 savings. The development incentive will be available through the end of the year.

The top fondue franchise plans to enter Alaska for the first time with the development of a restaurant in Anchorage. Additional markets throughout the U.S. where the company is looking to recruit qualified new franchisees include Dallas, Texas; Hartford, Conn.; and Los Angeles, Calif., as well as Memphis and Chattanooga, Tenn. The Melting Pot has never had a restaurant located in Alaska but has a history of performing well in cool climates.



"Over the past 40 years, The Melting Pot has evolved from a single restaurant into a global franchise," said Mike Lester, president of The Melting Pot Restaurants, Inc. "Combined with our recent operational and menu enhancements, the reduced franchise fee provides entrepreneurs with a great incentive to invest in the brand and encourages future development throughout Alaska. We look forward to bringing our one-of-a-kind, polished casual dining experience to the Anchorage market for the very first time."

The Melting Pot recently ranked No. 1 among 40 casual dining restaurant chains in *Nation's Restaurant News'* 2015 Consumer Picks report, up from No. 6 out of 38 concepts last year. The Melting Pot ranked first in four out of 10 overall attribute categories, achieving top scores in cleanliness, service, atmosphere and craveability.

The Melting Pot operates more than 130 restaurants across 35 U.S. states, Canada, Mexico, and Southeast Asia, 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 drive domestic and international expansion, The Melting Pot will be exhibiting at the International Franchise Expo (Booth No. 227) June 18 – 20 at the Javits Center in New York City. In addition, The Melting Pot is hosting a live webinar on June 25 at 11 a.m. (EDT) to provide more information on franchise opportunities and available territories. To register, please visit <http://www.meltingpotfranchise.com/upcomingEvents.aspx> or contact Shak Turner, director of franchise development for The Melting Pot, at 800-783-0867 ext. 105.

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 \$959,000 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.