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## **Nation's Restaurant News Names The Melting Pot as Nation's No. 2 Casual Dining Restaurant Chain in 2016 Consumer Picks Report**

Leading Polished Casual Fondue Restaurant's Unique Dining Experience Resonates with Consumers Nationwide

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TAMPA, Fla., May 23, 2016 /PRNewswire/ -- The Melting Pot<sup>®</sup> Restaurants, Inc., the world's premier fondue restaurant and a leading polished casual dining franchise, today announced the brand was recognized as the No. 2 casual dining restaurant in Nation's Restaurant News' 2016 Consumer Picks Report.

"At the end of the day, what matters most to us is what our guests think of our overall brand, and this latest ranking is a testament to how much we value our customers and their feedback," said President of The Melting Pot Restaurants, Inc., Mike Lester. "It's a huge honor to be recognized as the No. 2 casual dining restaurant chain. As we look to the future, we'll continue to focus on offering craveable and unique seasonal menu items to keep our ever-growing customer base coming back for more."

The NRN Consumer Picks report measures consumer perceptions of restaurant brands in four dining categories. Nation's Restaurants News, in conjunction with research company WD Partners, surveyed more than 37,000 people to score the brands on factors such as service, food quality and atmosphere. The participants' responses were used to create an overall score to produce the final

ranking. Amongst the casual dining brands, The Melting Pot ranked No. 1 in service and atmosphere and No. 2 in food quality, menu variety, reputation, craveability, and likely to recommend.

"It's an exciting time to be a part of The Melting Pot, especially as we plan to grow our award-winning brand on a domestic and international level," said Dan Stone, chief business & people development officer at Front Burner. "The brand has received several awards and recognition over the past few years and there has never been a better time to join the brand. With little to no competition in the fondue market segment, The Melting Pot's unique dining experience truly resonates well with guests across the country."

In order to fuel growth, the company is actively seeking qualified franchisees at the International Franchise Expo (Booth No. 227) in New York City from June 16-18 at The Javits Center. New York City is one of a number of select markets throughout the U.S. where the company is looking to recruit qualified new franchisees. Domestically, the company is seeking new franchisees in select markets, including Houston, Texas; Los Angeles, California; South Beach and Fort Lauderdale, Florida; Des Moines, Iowa; Manhattan and Brooklyn, New York; and Charleston, South Carolina. On the international front, The Melting Pot is focusing its expansion efforts in target markets across Argentina, Brazil, Chile, Indonesia, Mexico, Singapore, South Korea and Taiwan.

The Melting Pot operates 125 restaurants across 35 U.S. states, Canada, Mexico, Saudi Arabia, and the United Arab Emirates, and has over 10 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 à 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, entrées and chocolate fondues.

To learn more about ownership opportunities with The Melting Pot, contact Christina Hobbs, director of franchise development for The Melting Pot, at [chobbs@themeltingpot.com](mailto:chobbs@themeltingpot.com), or call 800-783-0867 ext. 109.

### **About The Melting Pot Restaurants, Inc.**

Founded in 1975, The Melting Pot has offered a unique fondue dining experience for more than 40 years. As the premier fondue restaurant franchise, The Melting Pot Restaurants, Inc. has more than 125 restaurants in 35 U.S. states, Canada, Mexico, Saudi Arabia and the United Arab Emirates and over 10 international locations in development. A leading polished casual dining franchise, The Melting Pot was recognized as the No. 2 casual dining restaurant in the Nation's Restaurant News 2016 Consumer Picks report. Known for offering a choice of fondue cooking styles and a variety of unique entrées, The Melting Pot's menu also features cheese fondues, salads, fine wines and chocolate fondue desserts. Fondue fans can join The Melting Pot's Club Fondue for exclusive promotions, special events and advance holiday reservation privileges. The Melting Pot is an affiliate of Front Burner, a restaurant management company headquartered in Tampa, Fla. For more information, visit [www.meltingpot.com](http://www.meltingpot.com). To learn more about franchise opportunities with The Melting Pot, please visit [www.meltingpotfranchise.com](http://www.meltingpotfranchise.com).

### **About Front Burner**

Front Burner is a franchise management company headquartered in Tampa, Fla. It is affiliated with the corporate owners of and its management services extended to The Melting Pot Restaurants, Inc., founded in 1975 with 125 restaurants in the U.S., Canada, Mexico, Saudi Arabia and the United Arab Emirates, and 10 locations currently in development internationally. For more information, visit <http://www.frontburnerbrands.com>.

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