

At The Melting Pot®

FONDUE IS A CULINARY TRADITION THAT WE HONOR EVERY DAY — AND HAVE SPENT over 40 years perfecting.

FONDUE IS MORE THAN JUST A MEAL. IT'S AN EXPERIENCE, AND IT'S HOW we bring people together.



FON • DUE:

[origin; French, from the word *fondue* - the past participle of *fondre*]

- (n.) A dish of which small pieces of food are dipped into a hot cooking sauce or medium, such as broth
- (v.) Also argued as a verb - the act of dipping

I did! vs No, I did!

FOR CENTURIES, FRANCE AND SWITZERLAND HAVE BATTLED (AND STILL DO) OVER WHO CREATED FONDUE

FONDUE 101:

- Always let ladies dip first - it's only polite
- Never double dip unless you ask first
- Always share the last strawberry
- Never lick the fondue pot, no matter how tempting it is!

CHOCOLATE FONDUE WAS CREATED IN NYC IN 1964 BY CHEF CONRAD EGLI OF SWITZERLAND

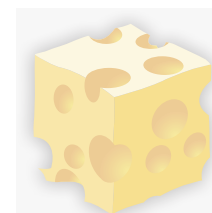
- 1975: First Melting Pot Opens
- 1985: Franchise Program Launches
- 1995: 19 Stores Open
- 2005: 100th Location Opens
- 2015: 40th Anniversary
- 2017: TMP Sells Entire Country of Mexico

WE ARE THE WORLD'S LARGEST FONDUE FRANCHISE

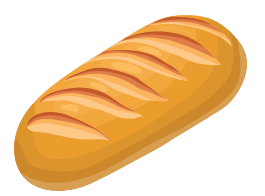
■ THE MELTING POT
■ CLOSEST COMPETITOR

EACH REPRESENTS 4 UNITS

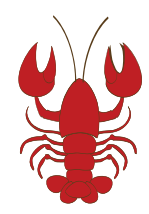
OUR GUESTS ANNUALLY CONSUME



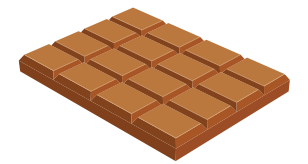
717,560 pounds of cheese



654,500 pounds of bread



500,450 lobster tails



666,720 pounds of chocolate

2016 CASUAL DINING CONSUMER PICKS

- #1 The Cheesecake Factory
- #2 The Melting Pot FONDUE RESTAURANT
- #3 BONEFISH GRILL

95% THE MELTING POT'S franchise renewal rate



Each owner is assigned a **FRANCHISE BUSINESS CONSULTANT** — with an avg. of — **30 YEARS** of restaurant experience!



THE MELTING POT GLOBAL FOOTPRINT

- OPEN LOCATIONS:** USA | Canada | Mexico
- LOCATIONS IN DEVELOPMENT:** Qatar | Mexico :
Baja California Sur, Cabo San Lucas | Nuevo Leon, Monterrey Nuevo Leon, Monterrey | Nuevo Leon, Monterrey | Jalisco, Guadalajara | Jalisco, Guadalajara | Jalisco, Puerto Vallarta | Quintana Roo, Cancun | Quintana Roo, Playa del Carmen | Yucatan, Merida | Guerrero, Acapulco | Morelos, Cuernavaca | Puebla, Puebla | Queretaro, Queretaro | Edo De Mexico, Metepec | Mexico City/CDMX, Pedregal/Acoxta/South Mexico City | Guanajuato, Leon

THE MELTING POT HAS RAISED OVER \$10 MILLION SINCE 2003 FOR OUR CHARITY PARTNER

St. Jude Children's Research Hospital