

West Hartford Patch

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The Melting Pot Fuels Expansion in Hartford, Conn. with Development Incentive

Leading Polished Casual Fondue Restaurant Offers New Franchisees 40 Percent Discount on Franchise Fee



Restaurants, Inc. today announced the company is accelerating its expansion effort in Hartford, Conn., 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 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 brand plans to enter Hartford for the first time with the development of a new location. The Melting Pot currently has one Connecticut restaurant in Darien, which opened in 2005. Hartford is one of two open markets available in Connecticut, with the other opportunity being the Greater New Haven market. Additional markets throughout the U.S. where the company is looking to recruit qualified new franchisees include Anchorage, Alaska; Dallas and Los Angeles, as well as Memphis and Chattanooga, Tenn.

"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 Connecticut. We look forward to bringing our one-of-a-kind, polished casual dining experience to the Hartford market for the very first time."

The Melting Pot was just 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 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.

To provide more information on franchise opportunities and available territories, The Melting Pot is hosting a live webinar on April 23 at 2 p.m. (EDT). 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