

Fondue Factoids

fon•due:

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

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

At The Melting Pot®, we define fondue as a unique *experience* known as “the fondue effect,” a culinary adventure that creates memorable moments for all occasions with **couples, families and friends!**



Chocolate fondue was created in NYC in 1964 by Chef Conrad Egli of Switzerland*

WHO DOMINATES the FONDUE RESTAURANT INDUSTRY?



THE MELTING POT

The world's largest fondue franchise with over 130 restaurants

CLOSEST COMPETITOR

1 icon = 4 units

\$9 million

The amount The Melting Pot has raised since 2003 for charity partner – St. Jude Children's Research Hospital®

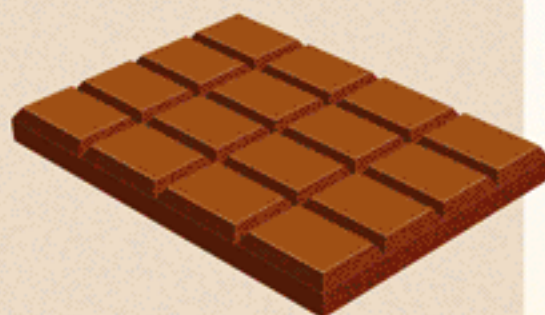
THE MELTING POT GUESTS ANNUALLY CONSUME



871,916 lbs.



522,587 tails



714,396 lbs.



96%

THE MELTING POT'S franchise renewal rate

1975
First Melting Pot Opens

1985
Franchise Program Launches

1995
19 Stores Open

2005
100th Location Opens

2015
40th Anniversary

THE BATTLE MELTS ON...

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!



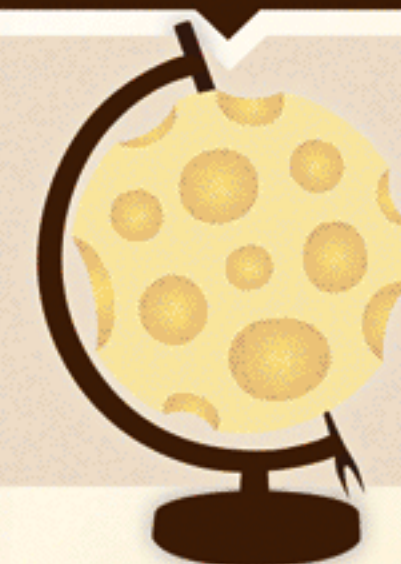
2015 CONSUMER PICKS - CASUAL DINING**



THE MELTING POT FOOTPRINT

OPEN:
United States
Canada
Mexico
Indonesia

IN DEVELOPMENT:
Saudi Arabia
United Arab Emirates
Kuwait
Qatar
Bahrain



Don't have a meltdown!



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

*Source – WiseGeek.com
All Melting Pot data compiled from various internal sources from Jan '14 – Dec '14
**Source – Nation's Restaurant News April '15 Consumer Picks