

FONDUE FACTOIDS

At The Melting Pot®,

FONDUE IS A CULINARY TRADITION THAT WE HONOR EVERY DAY — AND HAVE SPENT 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

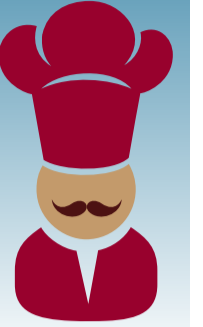


FOR CENTURIES, FRANCE AND SWITZERLAND HAVE BATTLED (AND STILL DO) OVER WHO CREATED FONDUE®

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

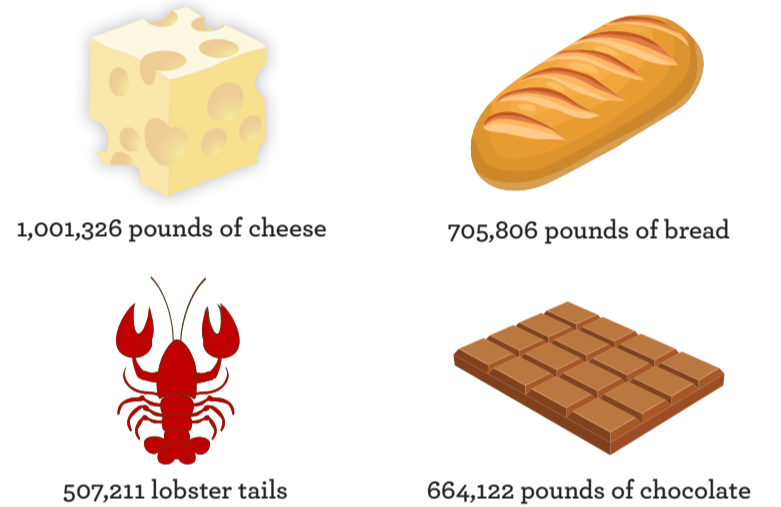


WE ARE THE **WORLD'S LARGEST** FONDUE FRANCHISE



EACH REPRESENTS 4 UNITS

OUR GUESTS ANNUALLY CONSUME



2015 CASUAL DINING CONSUMER PICKS



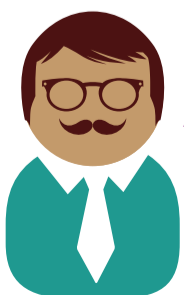
95% THE MELTING POT'S franchise renewal rate



Each owner is assigned a **FRANCHISE BUSINESS CONSULTANT**

— with an avg. of —

30 YEARS of restaurant experience!



Don't have a meltdown!

THE MELTING POT GLOBAL FOOTPRINT



OPEN

United States | Canada
Mexico | Saudi Arabia
United Arab Emirates



IN DEVELOPMENT

Oman | Kuwait
Qatar | Bahrain

THE MELTING POT HAS RAISED OVER **\$9 MILLION** SINCE 2003 FOR OUR CHARITY PARTNER

St. Jude Children's Research Hospital