

fondue FACTOIDS



At Melting Pot,

FONDUE IS A CULINARY TRADITION THAT WE HONOR EVERY DAY – AND HAVE SPENT
45+ 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 *fondu* - 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!

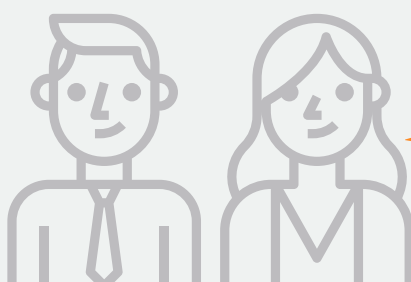
CHOCOLATE
FONDUE
WAS CREATED
IN NYC
IN 1964 BY
CHEF CONRAD EGLI
OF SWITZERLAND



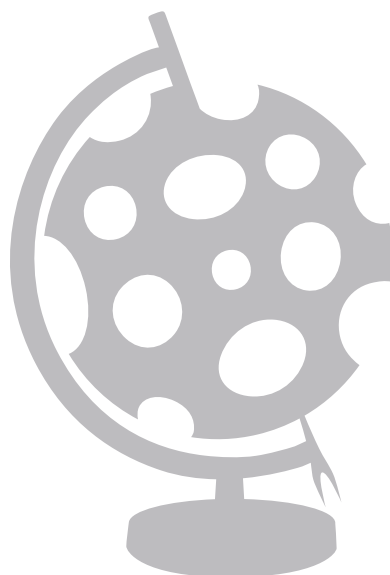
Each owner is assigned a
**FRANCHISE BUSINESS
CONSULTANT**

— with an average of —

30+ YEARS
of restaurant experience!



Don't have a
meltdown!

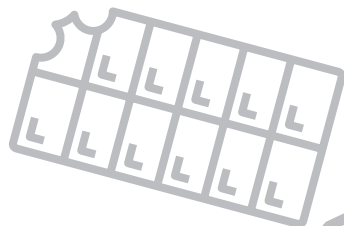
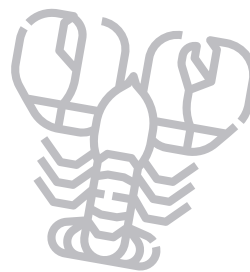


WE ARE THE
WORLD'S LARGEST
FONDUE FRANCHISE

96%

MELTING POT'S
franchise renewal rate

OUR GUESTS ANNUALLY CONSUME



692,060
POUNDS OF CHEESE

553,580
POUNDS OF BREAD

67,570
LOBSTER TAILS

542,250
POUNDS OF CHOCOLATE

OUR PARTNERS



MELTING POT HAS RAISED OVER

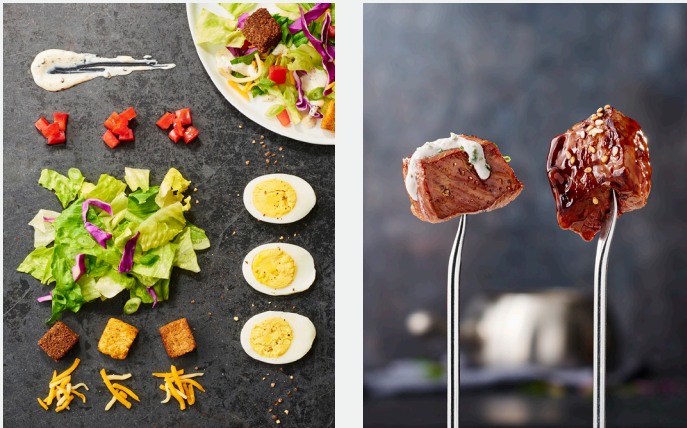


\$13 MILLION

SINCE 2003 FOR OUR CHARITY PARTNER
St. Jude Children's Research Hospital

A MELTING POT OPPORTUNITY

...dip into a franchise like no other.



FRANCHISE FACTS

- Opportunities available coast to coast
- Restaurant experience preferred, but not required
- Initial investment between \$1.3M - \$1.6M*
- Franchise Fee: \$45,000 for initial 10-year term*
- Royalty Fee: 5% of gross revenue*
- National Advertising Fee - maximum of 3% of gross revenue*
- Average floor plan 4,500 - 5,000 Square Feet
- Initial training program: 7-8 weeks PLUS 14 days on-site grand opening training and support
- A strong Leadership team with extensive restaurant and retail experience
- Restaurant concept with operational simplicity, relatively high per person ticket average
- National marketing promotions and digital marketing support
- Passionate, fanatical, and loyal customers with repeat business

THE DISCOVERY PROCESS

Step 1: Visit www.meltingpotfranchise.com and click on our 'Get Started' button to complete our web request form to speak with someone on our Development Team

Step 2: Complete the franchise application, background and credit check, along with financial qualifications

Step 3: Review our Franchise Disclosure Document (FDD) & conduct due diligence

Step 4: Submit your business plan & pro forma

Step 5: Attend Discovery Day at our home office in Tampa, Florida

Step 6: Submit Franchise fees due and execute the Franchise Agreement

Step 7: Congratulations, join us for Development Day and Next Steps Training

FRANCHISEE TESTIMONIAL

I was in Charlotte, North Carolina, with my wife and came across the concept and we just fell in love with how personal and interactive it was. I can tell you that to this day, I am just as passionate about what we do and that's 23 years later. Melting Pot is near and dear to my heart. We create memories, we develop people, we care about our staff. I can honestly say at the end of the day, it was one of the best choices I have ever made other than having married my wife and having two great children.

Jeff Nichols, Melting Pot Franchisee



Contact us at 844.334.2601 | meltingpotfranchise.com

*This is not an offer to sell, or the solicitation of an offer to buy, a franchise. Franchise offerings are made by delivery of an Franchise Disclosure Document only and in compliance with the applicable pre-sale registration and disclosure requirements in your state.