



THE MELTING POT FRANCHISE JOURNEY

2026





YOUR PRESENTER

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MEET: [Calendar Link](#)



FROM INQUIRY TO OWNER

A Step-by-Step Guide



PATHWAY TO OWNERSHIP

STAGE 1 – THE DISCOVERY PROCESS

- Introduction and Unit Economic Call
 - FDD and Review
 - Business Plan and Pro Forma
- Background Check & Franchisee Validation
 - Readiness Review & CEO
 - Discovery Day

STAGE 2 – GRAND OPENING FOCUS

- Site Selection
- Construction & Design
- Marketing Launch
- Training and Immersion
- Grand Opening



STEP 1

INTRO, BRAND, AND UNIT ECON CALL

Your journey begins with a warm, transparent conversation. We'll explore your goals, introduce you to the Melting Pot model, and review the business fundamentals so you can confidently decide if this path aligns with your vision.

- Introduction Call
- Brand Introduction Meeting
 - Brand Story – Why Us, Why Now?
 - Process of Discovery
 - Core Values
- Unit Economics Call
 - Sales, Costs, and Key Figures





STEP 2

FRANCHISE DISCLOSURE DOCUMENT

We'll walk through the Franchise Disclosure Document together, answering questions and ensuring you fully understand the opportunity, the responsibilities, and the support structure behind the brand.

- FDD Format and Highlights
- FDD Reviewed and Received
- 23 Articles to show where the brand has been, where it is today, and where it will be going.





STEP 3

BUSINESS PLAN AND PRO FORMA

You'll outline your vision, territory goals, and development timeline, then take the formal step of becoming a Melting Pot franchise partner. Creating an approach that declares the area of responsibilities that you and your team will focus on to bring your location success.

- Business Plan
- Pro-Forma 3 Year Model





STEP 4

FRANCHISE VALIDATION

Hear directly from current Melting Pot franchise owners. Their stories, insights, and real-world experiences bring our brand to life and provide authentic perspective on ownership.

- Franchisee email, phone numbers
- Franchisees can explain their numbers, experiences, and personal stories about their experiences with the brand.
- This step is highly encouraged and will validate your business plan and pro forma.



STEP 5

READINESS REVIEW AND LEADERSHIP CONTACT

This step is about alignment. Together, we explore your readiness, long-term aspirations, and cultural fit — ensuring this partnership is built on shared values and mutual success.

- Confirming the candidate's interest and capacity
- Introduction and Meeting with Melting Pot CEO:
 - John Crawford





STEP 6

DISCOVERY DAY – TAMPA, FL

An immersive, in-person experience at our Restaurant Support Center. Meet the people behind the brand, explore the culture, and feel what makes Melting Pot unforgettable.

- Tour of Franchise Support Center
- Face to face time with Leadership Team, Directors, and the entire support team.
- Confirmation of strategic partnership



STEP 7

SITE SELECTION

With our real estate and development guidance, you'll identify a location that reflects your market potential and brings The Perfect Night Out® to the right community.

- Newmark Real Estate Partnership
- Sitezeus – Marketing AI Platform Insight
- Lease Terms Negotiation
- Franchisee Choice, Franchisor Approved





STEP 8

CONSTRUCTION AND DESIGN

Your restaurant begins to take shape. From layout to lighting, every detail is curated to reflect our polished, inviting brand and create an atmosphere guests will love.

- Design, Construction, Purchasing and Outsourcing, and Ongoing Assistance
- MPE Design (Melting Pot Evolution)
- Smartsheet NRO (New Restaurant Opening) Checklists
- Onsite Evaluations



STEP 9

MARKETING

National strategy meets local storytelling. You'll receive social media guides, promotional calendars, creative assets, and community awareness focus to build excitement before your doors open.

- Marketing Team Consultations
- Pre/Post Grand Opening Strategy
- Social Media Advocacy
- 30-60-90 Day Check Ins
- VIP Night
- Media and Asset Capture





STEP 10

TRAINING AND IMMERSION

Hands-on learning at certified training locations, supported by our Road Warrior team and Restaurant Support Center experts, prepares you and your team to deliver exceptional experiences. In house training at one of our designated certified training stores.

- 3-4 Weeks for Owner Training
- 4-6 Weeks of Management Team Training
- 4.5 Weeks of On-Site Hourly Team Training
- Online Learning Module - UMELT
- Post Grand Opening 30-60-90 Day Check Ins
- Friends and Family Gathering



STEP 11

GRAND OPENING

The celebration begins. Your doors open, your community arrives, and your journey as a Melting Pot owner officially comes to life — creating moments, memories, and The Perfect Night Out®.

- The Beginning of our Melting Pot Ownership Starts Today
- PR Publicity
- Chamber of Commerce Ribbon Cutting
- Happy Team Members, Genuine Hospitality, Exceptional Food and Beverage, & Immaculate and Inviting Surroundings
 - The Four Pillars of The Perfect Night Out



OUR PROMISE

“The Perfect Business Opportunity for our franchisee strategic partners”

At every step, you're supported by a team that believes in connection and excellence. Creating The Perfect Business Opportunity for our strategic partners is the beginning of a balanced and meaningful relationship. Because when our franchisees succeed, everyone does — and that's what Melting Pot has been serving up for over fifty years.

