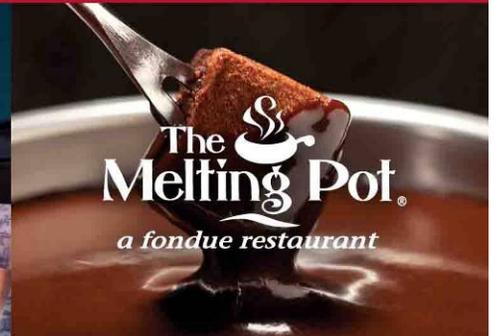
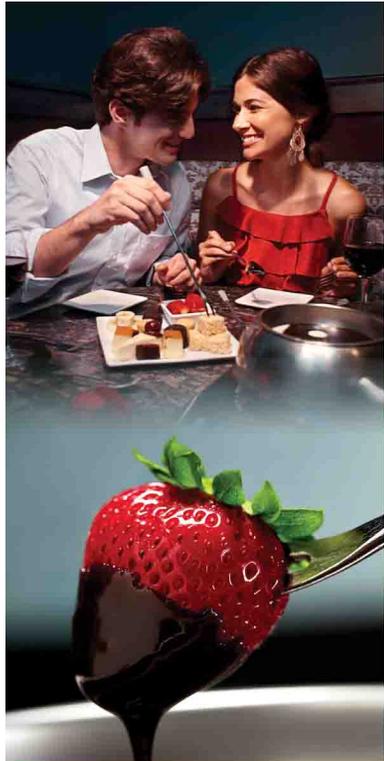


Dip Into A Distinctive Franchise That Offers A One-Of-A-Kind Dining Experience In Your Country





Our Business

Welcome to North America's leading fondue restaurant chain.

We think you will agree, this dining concept and franchise has very special attributes for your country.

The first Melting Pot restaurant opened in April of 1975 near Orlando, Florida.

Today, 37 years later, with over 140 locations in the USA, Canada and Mexico, The Front Burner is the premier fondue restaurant franchise.





Important Information on The Melting Pot®

International Franchisor:

The Melting Pot Restaurants, Inc.

Front Burner Brands Headquarters:

Tampa, Florida USA

Key Executives:

Mark Johnston, CEO / Co-Founder

Robert Johnston, COO / Co-Founder

Mike Lester, President

Dan Stone, VP of Franchise Development

Founded:

1975

Number of Units:

Over 140 in the US, Canada and Mexico.
Locations also in currently in development in
The Middle East

Average Estimated Unit Investment:

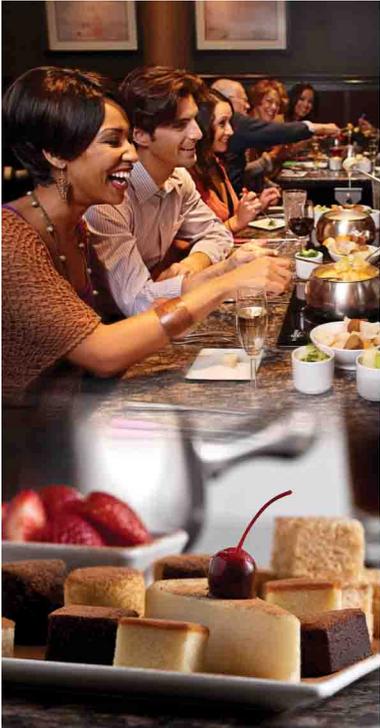
US \$900,000-1,250,000, net of land cost

Average Annual Unit Turnover:

US \$1,604,000

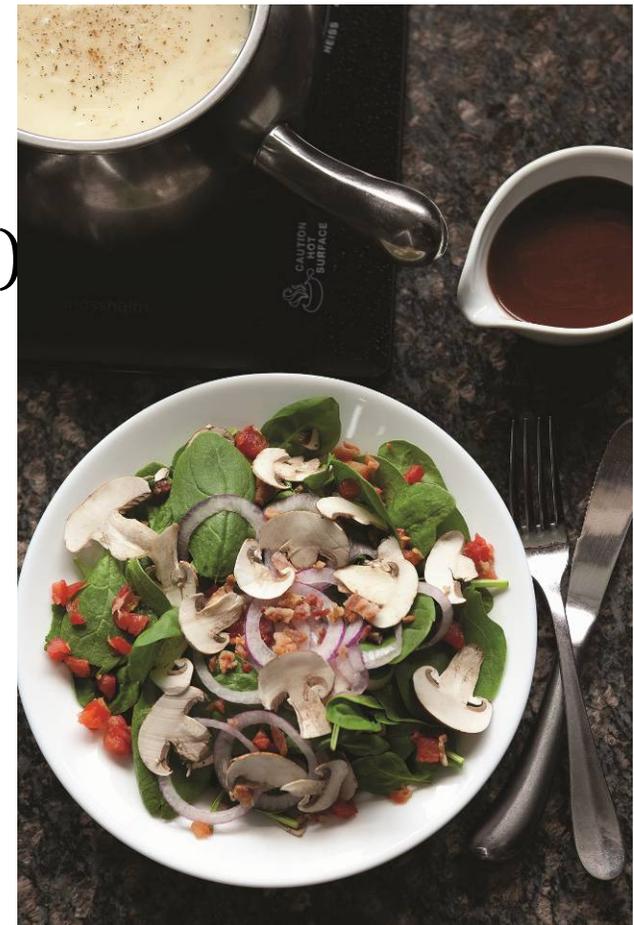


A Special Night Out For Family, Friends Or Business



Our Customers

- Broad Appeal:
 - Couples/Dates
- Families
 - Groups (large & small)
 - Business meetings
 - Special occasions
- Interactive dining experience
 - Sharing



Our Mission

To create the “Perfect Night Out” for our restaurant guests by bringing each of these four key ingredients to the table:

Happy Team Members

Genuine Hospitality

Immaculate, Inviting Surroundings

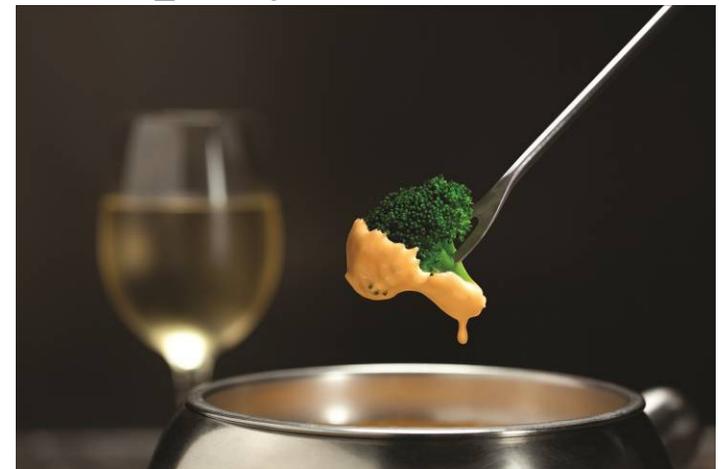
Exceptional Food and Beverages

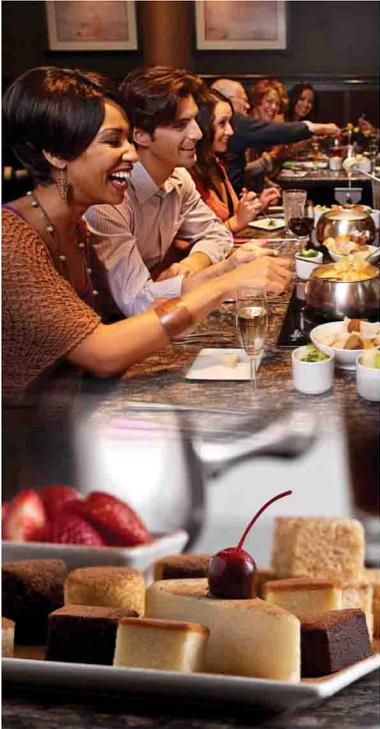




Our Differentiation

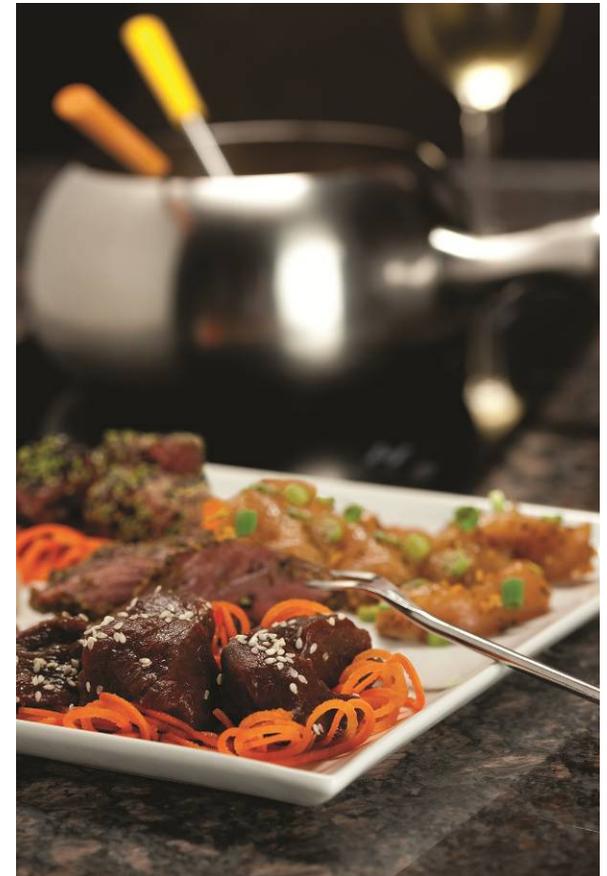
- We have four distinct courses, three are fondue
- Style of Service
 - Two courses prepared tableside
- Prep kitchen vs. full kitchen
 - No ovens, grills or deep fryers





Our Differentiation

- Dessert course is immensely popular
- Very little direct competition, if any, in most markets
- Our staff at Front Burner Brands provides a host of services to assist our licensees





Our Four Course Fondue Meal

At The Melting Pot® the meal consists of four courses that our well trained servers explain and prepare for our guests.

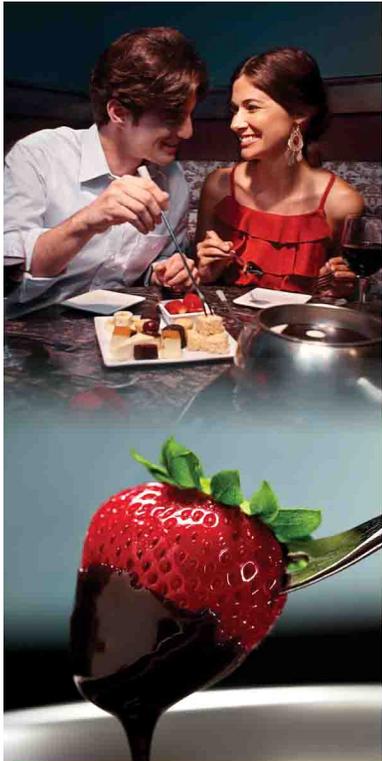
The meal begins with a cheese course, allowing guests to select from six types of cheeses, which is followed by a salad—the only non-fondue course.

Five types of salads are prepared with delicious dressings made in-house.

On to the entrees, guests can pick the perfect combination of meats, seafood and vegetables prepared with four different cooking styles, to dip in specialty sauces.

Diners make the food right at the table, cooked in our broth based cooking style or in cholesterol-free canola oil.

The meal ends with the famous chocolate fondue with names such as Cookies & Cream, Flaming Turtle and Yin & Yang.

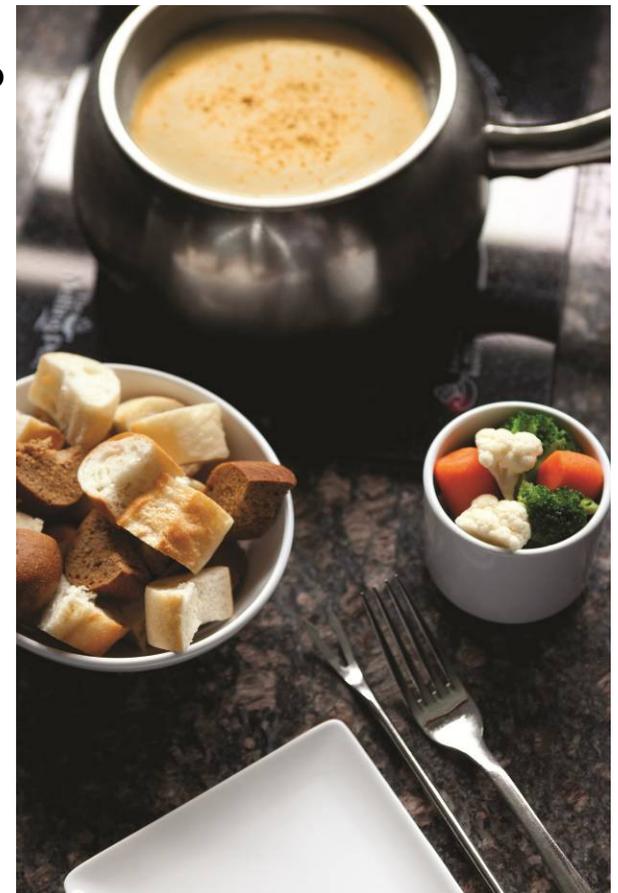


Our Desserts

At The Melting Pot® the meal ends with the famous chocolate fondue with names such as Cookies & Cream, Flaming Turtle and Yin & Yang.

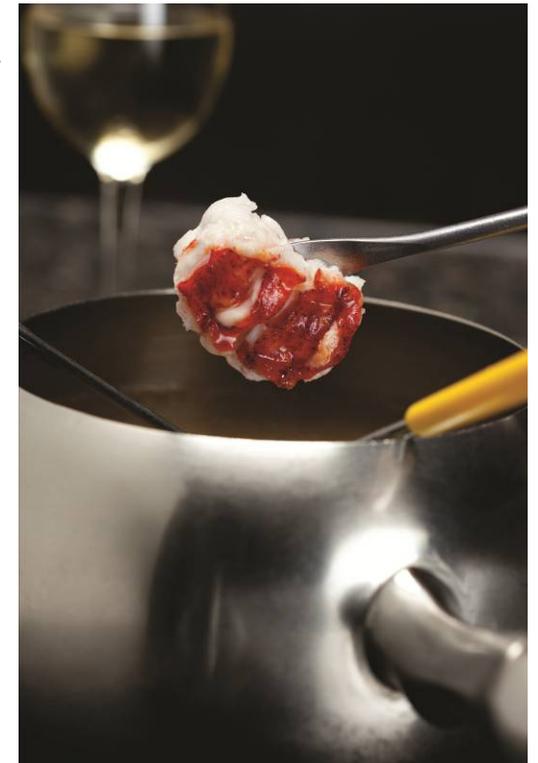
Our chocolate fondue desserts are so famous, they need their own menu!

The Melting Pot Restaurants fondue truly becomes a memorable four-course dining experience where patrons can dip into something different - and discover all the ingredients for a unique dining experience including a relaxed atmosphere, private tables, attentive service, fine wines and signature fondue dinners.

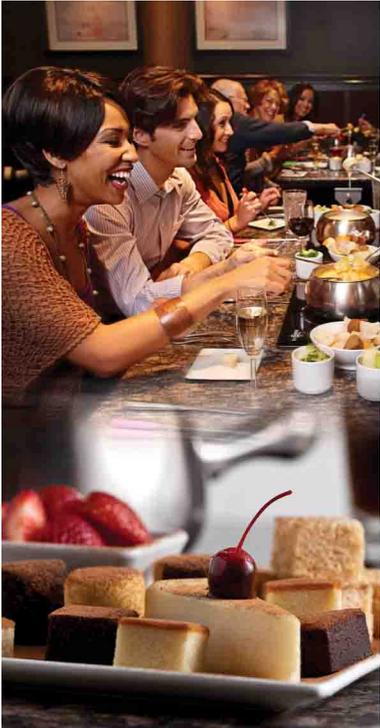


Services & Support

- Design Team
- Initial & Ongoing Training
- Opening Training Support Team
- Purchasing & Distribution Team
- Research & Development
- Marketing Assistance
- Operations Assistance

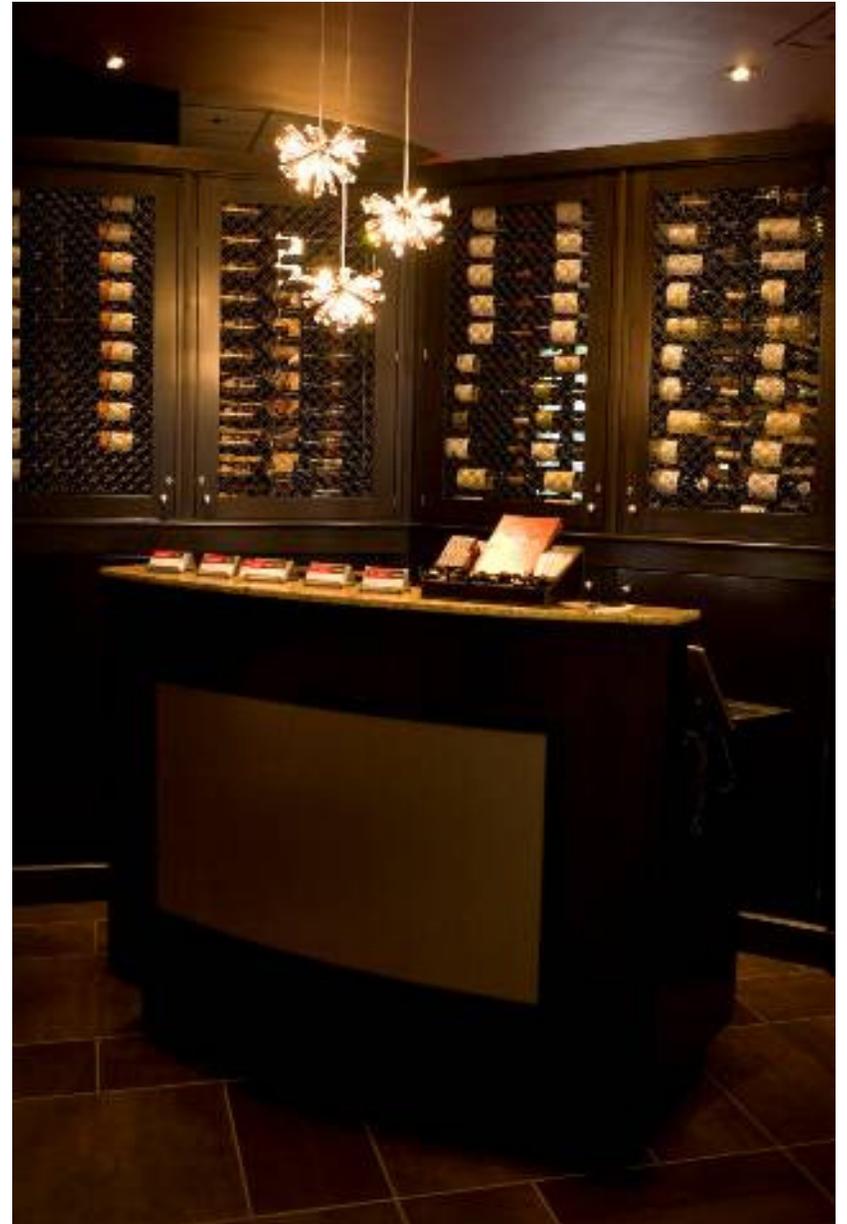


Our Exterior & Interior Design



Left: Atlantic City, NJ
Right: Albany, NY





Edmonton, Alberta - Canada



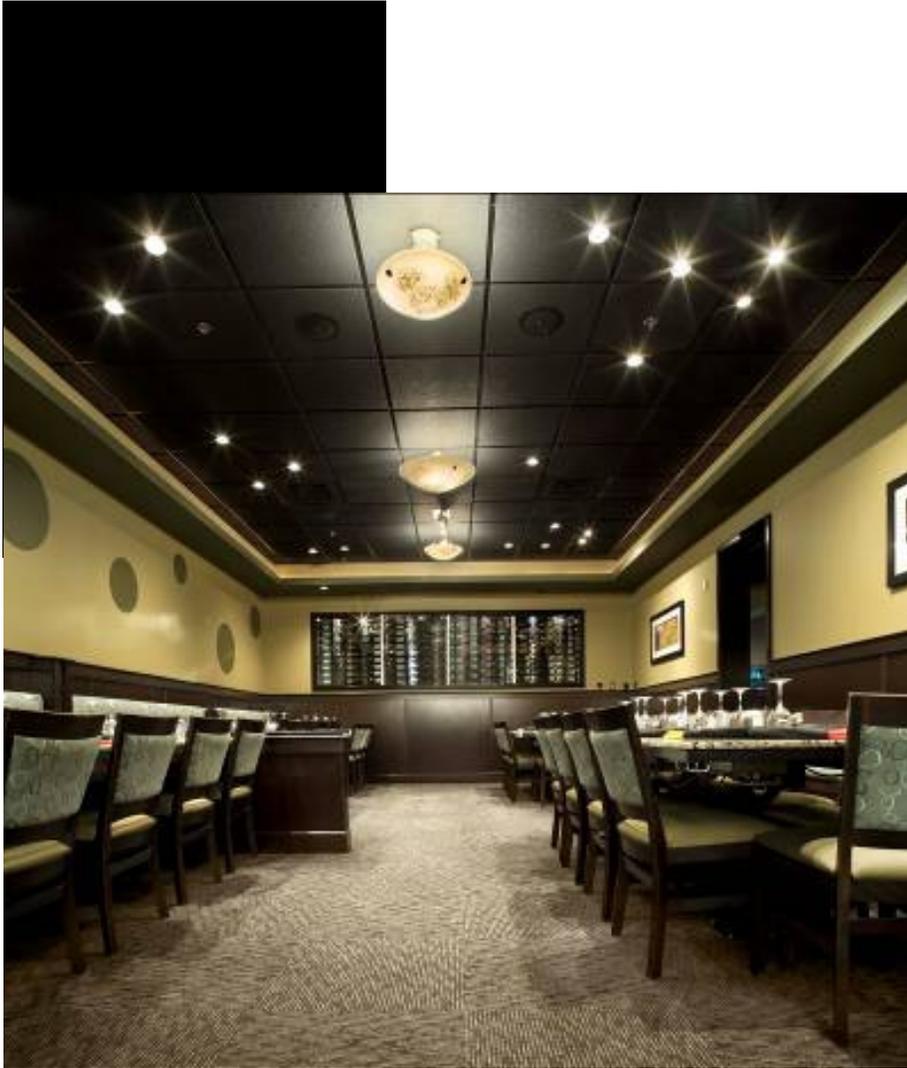


Mexico City, Mexico

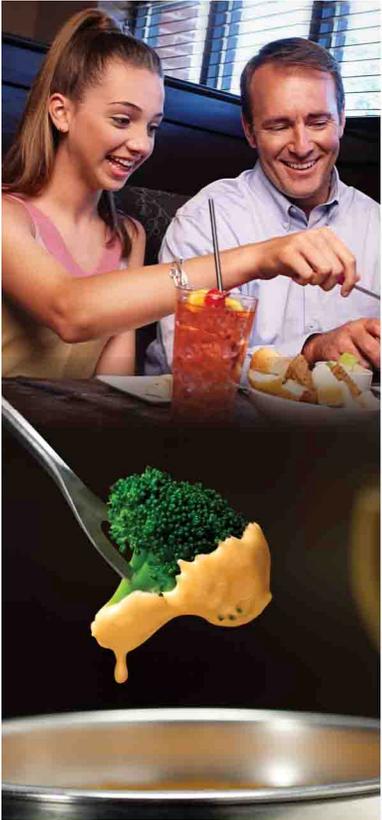


San Diego, CA



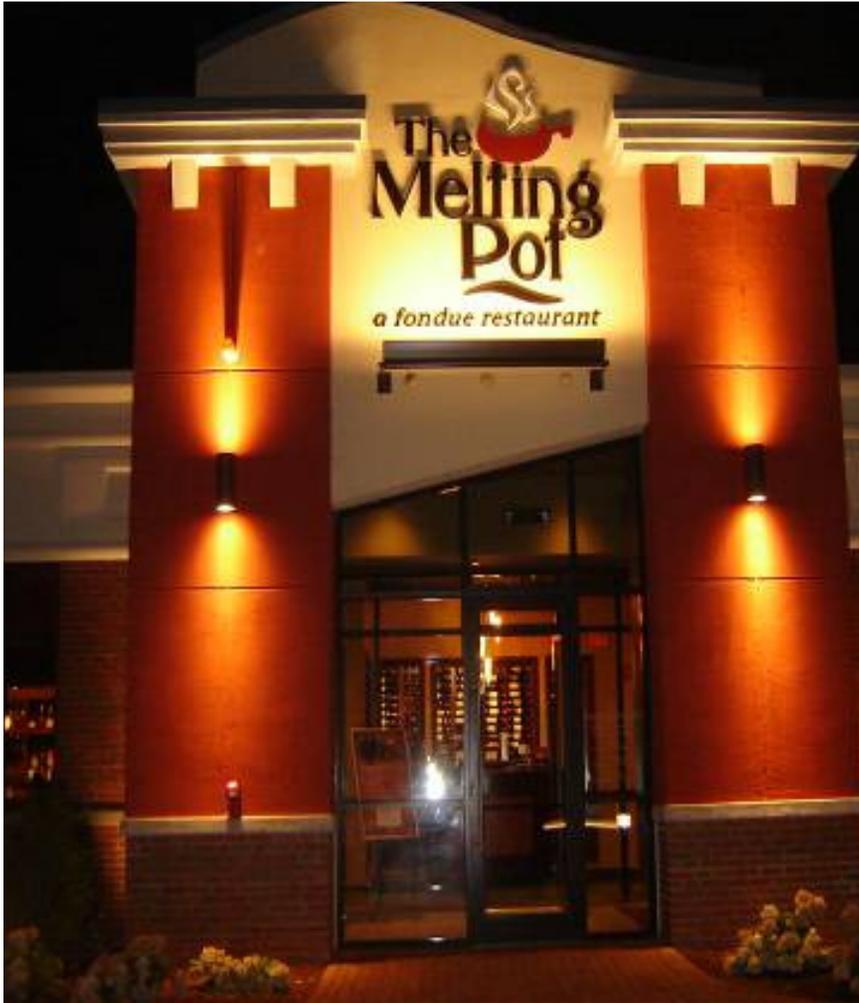


Tampa Bay, FL



Glendale, AZ





Left: Bedford, MA

Right: Buffalo, NY





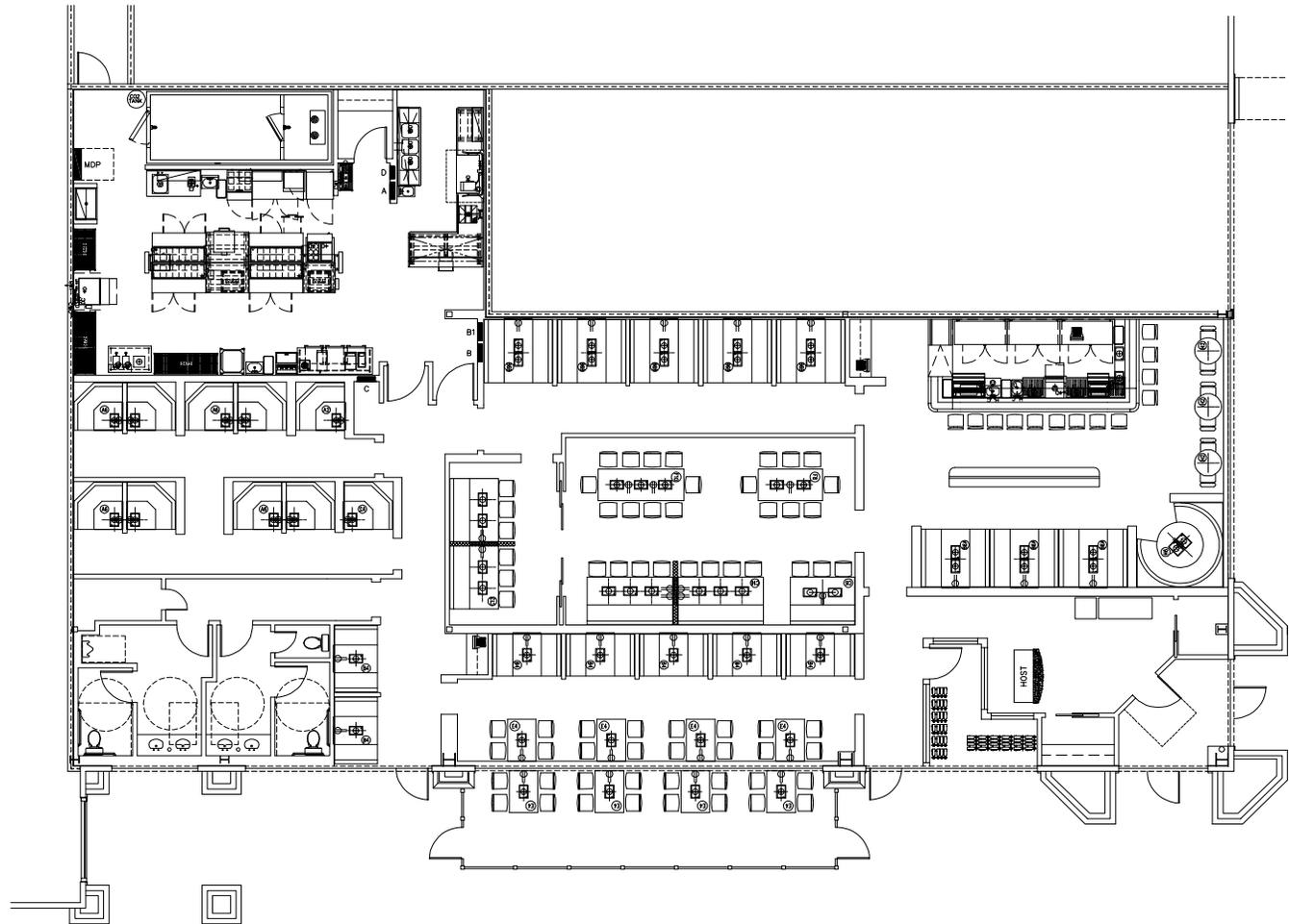
Our Site Requirements

- Adaptable to numerous types of sites
- Average size in US is 5,400 sq. ft.
- Int'l can be as small as 3,500 sq. ft.*
- No hoods required in the US
- Electrical: 120/208v/3ph/800 AMP main distribution panel
- HVAC: 200 sq. ft./ton, zoned per tenant floor plan





Typical Floor Plan: 400 - 600 SM





The Melting Pot[®]

a fondue restaurant

The world's largest fondue franchise

