

## The Melting Pot® Differentiation Chart

Upscale, Branded Food & Beverage Franchise	The Melting Pot®	Other Dining Franchises	Local Upscale Restaurants
North America's leading fondue chain	Yes	No	No
150 locations across the USA and Canada	Yes	Some	No
35 years plus of success	Yes	No	Some
Special event destination restaurant	Yes	No	Some
'Big Night Out" and 'Perfect Night Out' restaurant programs	Yes	No	No
'Wine Spectator' magazine award restaurants	Yes	No	No
No ovens, grills or deep fryers	Yes	No	No
Known and enjoyed by people from many countries	Yes	No	No
Branded four course dining experience	Yes	No	No
Special, unique dipping sauces that can be localized	Yes	?	Yes
Strong Franchise/Licensee Support Center	Yes	?	No
Very detailed US 6 to 10 week training program	Yes	No	No
'Management of Fondue Essentials 101' course for franchisees	Yes	No	No
Special restaurant design focused on groups	Yes	No	No
Strong employee training and retention programs	Yes	No	Some
Site selection, restaurant design and build-out package	Yes	Some	No
Detailed start-up and on-going support and marketing programs	Yes	No	No