



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



Exclusively represented in China by EGS and FranChina


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® opened in April of 1975 near Orlando, Florida.

Today, 35 years later, with over 140 locations in the USA, Canada and Mexico, The Melting Pot Restaurants Inc. is the premier fondue restaurant franchise.




STIR THINGS UP.

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



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Our Differentiation

(Unlike Chinese Hot Pot Experience)

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



Our Differentiation

(Unlike Chinese Hot Pot Experience)

- Dessert course is immensely popular
- Very little direct competition, if any, in most markets
- Our complete site selection, restaurant design and build-out package helps licensees get started properly



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.

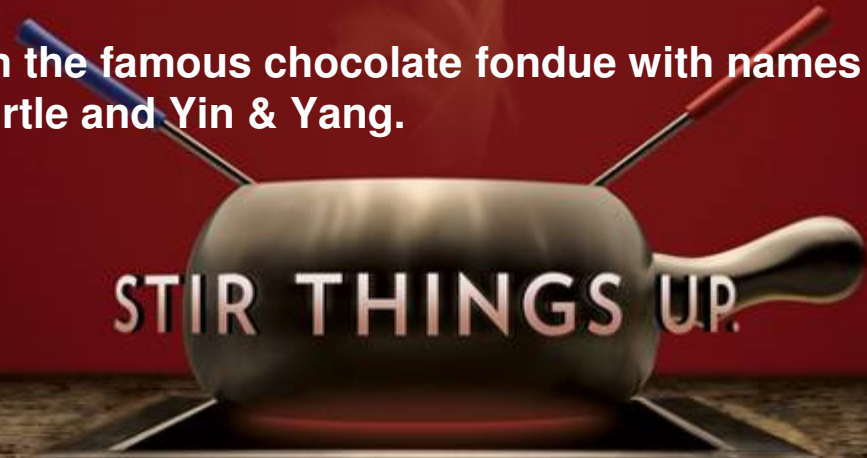
The meal begins with a cheese course, allowing guests to select from six types of cheeses, which is followed by a salad—the only non-fondue course.

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.



STIR THINGS UP.

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!

At The Melting Pot®, 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.



STIR THINGS UP.

Our Exterior & Interior Design



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