

Franchise Press

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FOR IMMEDIATE RELEASE

Foster's Grille Fills Fast-Casual Burger Void: Projects 100 Franchises in Next Four Years

Neighborhood-Style Grill Called the 'Next Big Thing' in Fast-Casual Restaurants

Haymarket, VA – Foster's Grille, an emerging 22-unit casual neighborhood-style grill franchise famed for its mouthwatering "2-big-for-2-hands" 1/2 lb.

"Charburger" and fresh hand-cut fries, has what it takes to "wow" the nation and become America's hottest fast-casual franchise concept, according to FranPoint Partners, a respected team of franchising experts with a track record of growing restaurant concepts to the critical 100-unit milestone.

Foster's Grille, founded by Shawn Foster, one of the former corporate chefs of the Palm Restaurant who was named one of "Atlanta's Hottest Chefs" by Style Magazine, announced today that it has entered into a relationship with FranPoint Partners to take the young, promising chain to the next level in the marketplace. FranPoint Partners is led by CEO Richard Sharoff, who has extensive experience in restaurant franchising. He was founder, President and CEO of MaggieMoo's a national ice cream franchisor which he grew to over 100 units. He also was a 20 store Area Developer/Franchisee for Boston Market, which was one of the pioneers of the fast casual segment more than a decade ago.

FranPoint who engages only with a small, select group of promising restaurant concepts, was attracted to Foster's because of its phenomenal product offering, its mainstream positioning within the rapidly growing fast casual segment and its talented and visionary management team. According to Sharoff "burgers are the last untapped segment for fast casual, yet 44 percent of Americans eat a burger at least once a week giving evidence to the fact that they remain the mainstay of the American diet. While burgers dominate the fast food and 'pub grub' segments, there are not many options for a quality burger in a family-friendly neighborhood environment, which is the Foster's niche."

Foster's Grille features an "old fashioned" way of cooking, where food is prepared fresh-to-order, without the use of heat lamps or microwaves. In fact, staff hand-cuts potatoes twice-a-day for fresh French fries, squeezes fresh lemons for homemade lemonade, and hand scoops ice cream for real, thick milkshakes.

It's not just consumers that craved the unique personality, great food and old-fashioned flavor of Foster's Grille, it's apparent that entrepreneurs were hungry for the concept as well. After just two years of announcing the franchise offering, Foster's Grille had sold 50 locations, mostly from a cadre of extremely loyal patrons who readily recognized this tremendous opportunity from their first-hand experience.

"When I built this concept, my mission was to create the ultimate burger of the finest quality cut meats, and serve it to people along with other great menu offerings in an atmosphere that they could look forward to coming to with their friends, family and colleagues," said Shawn Foster, President/CEO of Foster's Grille. "FranPoint Partners is committed to maintaining the culture and spirit that I created as they help us grow and evolve the concept in the market."

Foster's Grille restaurants, known for being comfortable gathering spots, feature upbeat, friendly staff, antiques décor with exposed ceiling and brick walls adorned with touches of Americana, children's video games, TVs broadcasting news and sporting events in corners of the restaurant, and a Foster's Grille late model stock car hanging from the ceiling.

"Shawn Foster created a brand with true character and personality, yet its simplicity of old-fashioned burgers and shakes and upbeat employees make customers feel truly welcome every time they walk in the door," Sharoff said. "The Foster's Grille concept resonates with consumers across every demographic. We're going to make big things happen together."

ABOUT FOSTER'S GRILLE

Foster's Grille is a 22-unit neighborhood restaurant concept where the whole family can gather for great tasting food, from their 1/2 lb. "Charburger" and fresh hand-cut fries, to their extra-thick milkshakes, fresh squeezed lemonade, and homemade cakes. All are made to order from the freshest ingredients and served up fast and friendly. Foster's Grille will open eight total units this year, resulting in 30 total units by the end of 2008.

ABOUT FRANPOINT PARTNERS

FranPoint Partners is a franchise development company that provides a select group of emerging restaurant franchisors with the expertise and infrastructure required to reach the critical 100 unit milestone.

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