

The Melt Site-Selection Proposal Copy

Executive Summary

The Melt produces fast, flavorful food that appeals to both simple and sophisticated tastes. It uses revolutionary approaches to both preparing and serving food and incorporates modern sensibilities regarding eco-friendly business practices, including a minimal impact on the environment.

Conceived by a successful entrepreneur and brought to life by a 4-star chef, The Melt is backed by significant venture capital and will open 22 restaurants in the San Francisco Bay Area in 2012 with 80 more planned for 2013.

With its simple menu, flexible store footprint, inexpensive suite of kitchen equipment and cost-effective labor needs, The Melt will readily adapt to local neighborhoods, downtown business areas, ski resorts and other high-profile locations.

The Board

No more complicated than the food, The Melt's executive team is comprised of two highly successful and imaginative individuals who are both experienced at turning distinctive ideas into profitable businesses.

Jonathan Kaplan – Chairperson of the Board

Jonathan Kaplan is best known as the inventor of the popular Flip handheld video camcorder, produced by his company Pure Digital Technologies, which was later sold to Cisco Consumer Products. Kaplan was named Northern California's 2009 Entrepreneur of the Year and became Senior Vice-President and General Manager of Cisco Consumer Products.

Michael Mina – Board Member

Michael Mina is an award-winning chef, restaurateur and cookbook author. He is founder and CEO of the Mina Group, a restaurant management company that owns 16 restaurants. In 2002 he won the James Beard Foundation Award, naming him as the best chef in California. He was later the 2009 recipient of the Richard Melman Award, honoring him as the Restaurateur of the Year.

The Product

The Melt's handmade grilled cheese and soup offerings are honest, iconic foods that instill a sense of comfort and nostalgia.

The Design

The Melt environment is designed to be warm, inviting and immersive. Using simple, honest and inexpensive materials, the space is decorated in a way that is both modern and nostalgic. Straightforward graphics mirror the simplicity of the food while classic forms engage and relax the customers. A seemingly random motley of shapes and images combine to create an overall scene that expresses high quality and a flair for the unique.

Site Selection Criteria Groups

Technical Requirements

Utilities, HVAC, Fire Suppression, Building Construction & Lease Terms

Retail Space

Size, Architecture, Frontage, Signage, Identity & Exposure

Environment

Traffic, Desired Neighbors & Trade Area

Market Context

Competition & Demographics