



savor



every



moment



A BRAND JOURNEY
2015-2020

The
Melting Pot®
a fondue restaurant

our brand journey

For 40 years, The Melting Pot has been the premier fondue restaurant. We're extremely proud of our success. Times change, however; markets shift and customers' preferences evolve. Brands that stand still are left behind.

In contrast, brands that know who they are — embrace their essence — and innovate from a consistent platform, invigorate and revitalize their leadership.

Our success is founded on the insight that people enjoy new experiences built on familiar foundations; they love to discover new things in the comfort of the tried and true.

To succeed, we must reinforce what guests love about us, and create new experiences that meet and exceed their expectations.

That's our challenge — and it's an exciting one! To thrive, like all great brands, The Melting Pot needs to renew and innovate. That's what this journey is all about!

At The Melting Pot, fondue is more than a signature dish. It's a culinary tradition that we honor every day — and have spent 40 years perfecting. And thanks to our dedication to our craft, that tradition is still going strong and attracting new fans today.

But it isn't just the food (which is saying something because, let's face it, the food here is pretty amazing). Fondue is more than just a meal. It's an experience. And that's what The Melting Pot does best: deliciously distinctive experiences that are designed to be shared. Savored. And remembered.

Fondue is how we bring people together — in a relaxed, welcoming environment where they can genuinely connect with friends and family. We may call them our guests, but they're really more than that. They're participants in the experience, playing an active role in creating the Perfect Night Out.

let's fondue this!



For over 40 years, The Melting Pot has occupied a unique place in the restaurant landscape, and has held a treasured place in the hearts of millions of diners – our valued guests.

With this Brand Journey and the Strategic Initiatives, we will strengthen our unique brand essence to increase the frequency of our loyalists, and, without changing what makes us so special, broaden our strong appeal to attract a wider range of today's consumers.

What is needed to achieve this objective is our collective dedication and commitment to consistent application of the Brand Journey across our entire system.

We are confident that with your help, energy, ideas, drive and determination, our Brand Journey will succeed.

— Mike Lester, President, The Melting Pot