

A REAL INNOVATION IN CASUAL DINING!!!!!! BECOME A FRANCHISEE!!!!!! JOIN OUR TEAM!!!!!!

FiRE+iCE

AN IMPROVISATIONAL GRILL

FiRE+iCE has won so many local and national awards there's little doubt that this innovative casual dining model has proven to be the answer to thousands of customers' desire to engage in a different, fun, exciting and healthy dining experience. Based on a virtually "knife-less" kitchen diners select their own ingredients from a marketplace display that presents a seemingly endless selection of fresh meats and seafood including aged sirloin, chicken, scallops, pork, fresh tuna and shrimp. The marketplace also features more than 40 different vegetables, fruits and pastas as well as 12 signature sauces. This allows the customer to create one of literally thousands of possible combinations of fresh, healthy meals.

Diners take their selections and choice of one of 15 sauces to the the huge 35 ft grill in the center of the dining room and watch while the "Grill Masters" professionally cook the meal. In addition to endless selections of fresh, healthy meals, diners are entertained by the interaction between the customer and the "Grill Masters". Fresh tortillas and rice along with the exceptional beverage service await the customer at their table..

FiRE+iCE is truly a fun, memorable dining experience. set apart from the competition. Award winning décor provides a colorful and lively environment to accent the "great food, great time" feeling of the restaurant. The spectacular selection of food brightly displayed at the marketplace entices the customer to make their own special meal. The interaction of the "Grille Masters" and wait staff encourage a festive interaction with the customer that is rarely duplicated elsewhere. All of these elements make Fire & Ice a uniquely unusual and successful dining experience.

The team is looking for qualified organizations to develop franchised locations. The successful teams should have restaurant operating experience and have the ability to manage a range of people in a variety of positions. The economic model of Fire & Ice has been developed to keep payroll costs lower than a traditional full service casual dining restaurant while providing excellent customer service and value in an upbeat environment. We help with the system, procedures, training, site selection and ongoing support. We need you to provide the capital investment and the energy, drive and ambition to make your location a success and enjoyable place to work.

If you are interested in pursuing this franchise opportunity we would appreciate the chance to talk to you. Contact Hol Hustus at hhustus@fire-ice.com or (617) 948-2120.

www.fire-ice.com