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## **Melting Pot enters five-unit Saudi deal**



The Melting Pot Restaurants, a premier fondue restaurant franchise, plans to bring its dining experience to Saudi Arabia through a five-unit franchise development agreement with Dr Mazen Almugbel of Albabteen United Foods Company.

"With its long history of success and unique fondue dining experience, The Melting Pot will elevate the standards of American casual dining in Saudi Arabia," said Dr Almugbel. "I'm proud to partner with The Melting Pot to bring five locations to Saudi Arabia."

As part of the five-unit deal, the first Melting Pot location in the Middle East is slated to open in Riyadh in late 2012. Additional locations are slated for development in Jeddah and the Eastern Province.

"We've received tremendous interest in our brand worldwide because it's a unique and interactive concept," said Dan Stone, vice president of franchise development for Front Burner Brands, restaurant management company for The Melting Pot Restaurants, Inc.

"The Melting Pot experience transcends cultural differences and is especially attractive to cultures that place great value on spending time with family and friends around a table of food." - **TradeArabia News Service**