



Why Arthur Treacher's?

Your *Arthur Treacher's Fish & Chips* is an important part in a legacy of quick-serve seafood. Offering up its signature batter dip't fish, shrimp, chicken and oversized French fries known as, "Chips" since 1969, Arthur Treacher's Fish & Chips was founded in part by, among others, food service legend Dave Thomas. Over the years, the restaurant has built a tremendous customer following by maintaining its core menu, proprietary process and undeniably delicious secret batter diners crave. The concept currently has over 100 locations throughout the eastern portion of the United States with a healthy blend of mall, in-line and freestanding units.

By serving Fish & Chips to your customers, you will be offering what is generally regarded as the world's first convenience food. The legendary combination dates back to 1865 when an enterprising London restaurant, Malin's of Bow, began wrapping fried whitefish fillets in newspapers for customers on the go. The oversized "chips," doused with malt vinegar were added later. Malin's was purchased by the original Arthur Treacher's, Inc. in 1969 and the first *Arthur Treacher's Fish & Chips* restaurant opened that same year in Columbus, Ohio. Through the years, the company changed hands and eventually was acquired by PAT Franchise Systems, Inc. in 2002 through a private transaction. The intellectual property was sold to NF Treacher's Corp., an affiliate of Nathan's Famous Systems, Inc. in 2006 and TRUFOODS, LLC became the co-franchisor in 2007.

Though it does have strong roots in the past, market trends such as an increased consumer desire for non-beef products and the overwhelming appeal for nostalgic atmospheres indicate that your *Arthur Treacher's Fish & Chips* will have a bright and successful future*.

*Anticipated sales increases are based on the diversification of its core menu categories that will help broaden appeal and increase consumer traffic.

