

McALISTER'S DELI CELEBRATES 20TH ANNIVERSARY WITH BIG CHANGES

The Ridgeland, Miss.-based restaurant chain's level of excitement and commitment to the future is just as fresh as on its first day in business.

What began as a single restaurant founded in 1989 has blossomed into one of the country's most beloved quick-casual restaurants—McAlister's Deli. Today, 20 years after its inception, the Ridgeland, Miss.-based restaurant chain's level of excitement and commitment to the future is just as fresh as on its first day in business.

SAME CONCEPT, NEW LOOK

The first big change in 2009 is the addition of McAlister's smaller prototype restaurant. At 3,200 square feet, the smaller footprint will allow the company to have more flexibility in the development of locations while upholding the atmosphere that McAlister's guests have come to know and love. The new prototype debuted in February in Columbus, Miss., with the addition of a pick-up window reserved exclusively for call-ahead ordering. As part of the push towards the implementation of the new prototype, McAlister's is also value engineering everything within its restaurants' four walls to reduce the build out cost by minimum 10% while maintaining the brand's trademark décor.

MORE CHOICES

The themes of choice, variety and value are mainstays at McAlister's Deli and that isn't changing any time soon. The addition of the "Choose Any Two" option lets guests select two menu items from a choice of any half sandwich, wrap or panini, a cup of any soup or chili, half of any salad or half of any spud for just \$5.99, which allows them to indulge in some of their favorite McAlister's products while sampling new tastes. McAlister's has also introduced "Be Choosey," a build-your-own sandwich option, which gives guests the opportunity to select meat, cheese and unlimited spreads and toppings for just \$5.99 as well.

McAlister's is contributing to the "green" initiative by replacing its signature plastic baskets, paper liners and black plastic plates with melamine plates and flatware, which are eco-friendly in addition to signaling a more upscale quick-casual dining experience.

"These new initiatives are getting rave reviews for taste, value, quality and a higher level of guest intent for return visits," said McAlister's Deli President and CEO Phil Friedman. "Our research shows our guests love our huge menu but wanted even more freedom to pick and choose for the right price. During a time when everyone is trying to save money without compromising quality, I think we've achieved just that."

NATIONAL FRANCHISE GROWTH

With over 285 restaurants in 22 states, McAlister's Deli is still looking to introduce more customers to its numerous combinations of sandwiches, spuds, soups, salads, desserts

and the chain's Famous Sweet Tea™ by opening between 20 and 30 new locations in 2009. The company is also targeting untapped markets such as Chicago, Minneapolis-St. Paul, Detroit, Milwaukee, Cleveland, Pittsburgh, Phoenix and Columbus, Ohio, for future franchise expansion.

AIRPORTS, UNIVERSITIES AND MORE...

Additionally, McAlister's inked a deal with Air Host to open locations in selected airports and recently signed a master license agreement with integrated food and facilities management service provider Sodexo, Inc. to bring its 1,000- to 1,500-square-foot McAlister's Select version of the concept to many universities, hospitals, military installations and government buildings.

Bill McClintock, senior vice president of development at McAlister's, is currently seeking established multi-unit food operators looking to add a well-known and respected brand like McAlister's in order to keep growing and maintaining a solid career path for key employees. "Now is a great time to grow a brand like McAlister's: Landlords are more willing to negotiate leases for national tenants and McAlister's can take advantage of this opportunity to introduce its great food offerings to more communities than ever before," said McClintock.

KEY FACTS:

Company Name: McAlister's Deli

Contact: Bill McClintock, SVP of Development

Address: 731 South Pear Orchard Road, Ste. 51
Ridgeland, MS 39157

Phone: 601-519-8985

Fax: 678-298-8447

Email: bmc@mcalistersistdeli.com

Website:
www.mcalistersdeli.com

Years in Business: 20

Number of Current Units: Over 285

Areas of Operation: Southeast, Midwest, East Coast and West

Accepting Franchise Applications For:
Upper Midwest, Northeast, Southwest



In 2009 McAlister's added a smaller, 3,200 square foot, prototype restaurant.



McAlister's has added a build-your-own sandwich option.



The chain's Famous Sweet Tea remains a customer favorite.