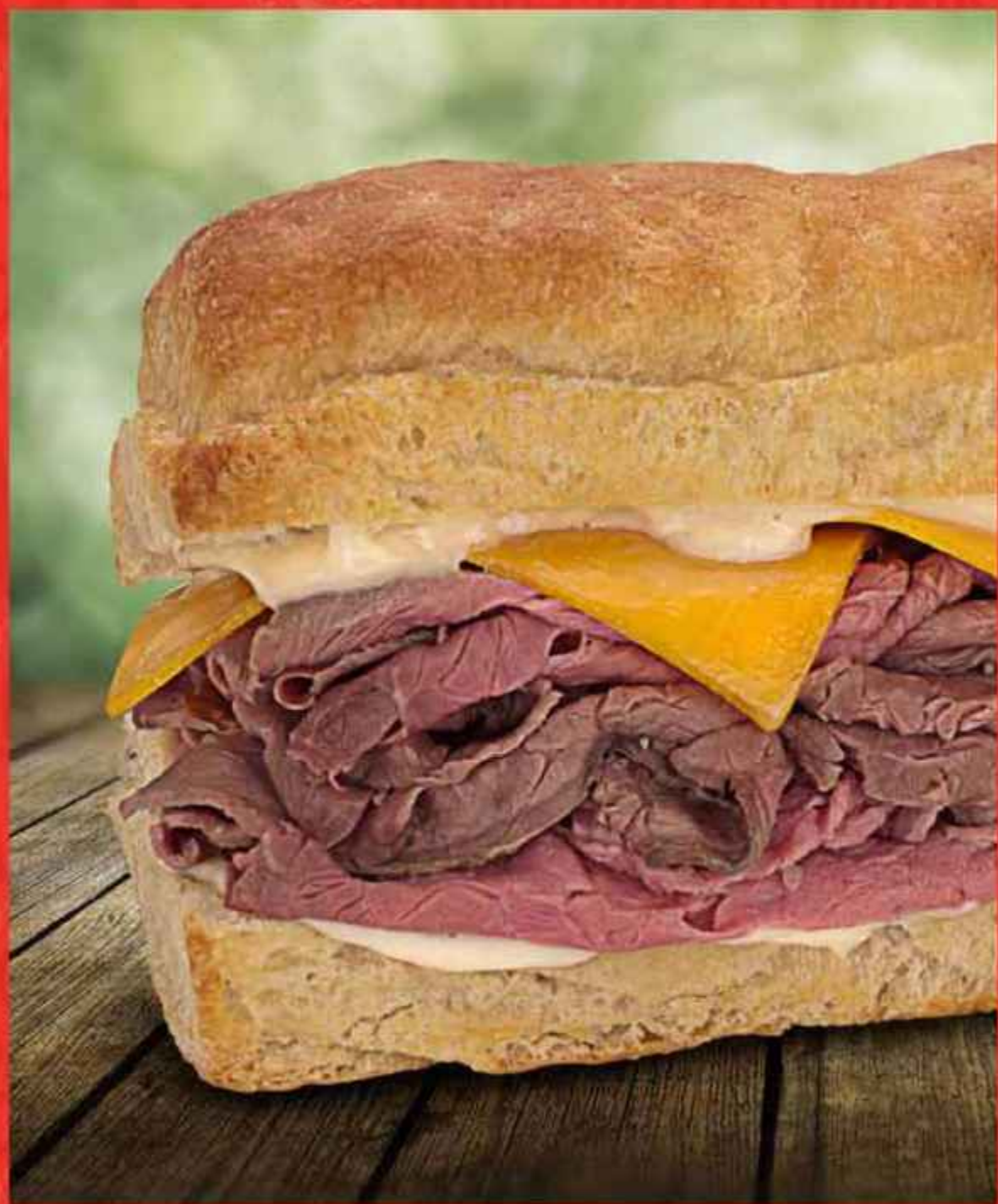


EARL OF SANDWICH®



THE WORLD'S GREATEST HOT SANDWICH®



HISTORY OF THE SANDWICH

In 1762, John Montagu, the 4th Earl of Sandwich, invented the meal that changed dining forever. As the story goes, he was playing cards and did not want to leave the gaming table to eat. He asked for a serving of roast beef to be placed between two slices of bread so he could eat with his hands. Thus, the Sandwich was born. Some 250 years later, Earl of Sandwich restaurants have taken that idea and crafted it into a made-to-order, freshly baked sandwich like no other.



THE PARTNERS



In 2004, Lord John Montagu, the 11th Earl of Sandwich and his son, the Honorable Orlando Montagu, direct descendants of the inventor of the sandwich, partnered with Robert Earl, founder and CEO of Planet Hollywood®, to launch the Earl of Sandwich® restaurants.



SANDWICH CHARTER

OUR FAMILY KNOWS ABOUT

GREAT SANDWICHES

WE INVENTED THE SANDWICH

AND HAVE BEEN EATING SANDWICHES SINCE 1762

USING 250 YEARS OF EXPERIENCE,

TODAY WE HAVE SET UP

EARL OF SANDWICH

TO MAKE DELICIOUS SANDWICHES FOR YOU

OUR SECRET IS TO

BAKE THE BREAD

WHEN YOU ORDER

ROAST OUR MEATS

EVERY MORNING

AND USE THE TRADITIONAL FAMILY RECIPES

WE ARE A FAMILY

WHO LOVES MAKING SANDWICHES

AND SINCERELY HOPE YOU

ENJOY EATING THEM



THE COMPANY

- ◆ **27 Domestic locations** in Arizona, California, Florida, Maryland, Massachusetts, Michigan, Nevada, New Jersey, New York, North Carolina, Pennsylvania, & Texas
- ◆ **1 International location** in Paris
- ◆ **Coming Soon**
Atlanta, Miami,
Southern California & Qatar
- ◆ **Corporate office** is located at 4700 Millenia Boulevard,
Suite 400, Orlando, FL 32839



◆ Senior Leadership Team

- Jim Stanley,
President & CEO
- Alex Garland,
Managing Director for Europe,
Middle East, India & Asia
- Phil Bernard,
VP Corporate Alliance
& Franchising
- Jurgens Richter,
Director of Franchise Operations

THE CONCEPT



A unique brand has been created combining traditional recipes and homemade ingredients for exceptional taste:

- ◆ Uncomplicated to operate
- ◆ High-volume production capability
- ◆ Small production line footprint
- ◆ Easily replicated for global expansion
- ◆ New re-engineered prototype model



HOT! FRESH MADE PASTA JOHN
CHIPOTLE CHICKEN AVO
HAND-CRAFTED WRAPS



THE WORLD'S GREATEST HOT SANDWICH® THE WORLD'S GREATEST HOT SANDWICH®



ITALIAN SANDWICH - CATERING - PESTO
TORTELLINI ALFREDO PASTA - WE LOVE
PASTA SALAD - CHICKEN BACON AVOCADO

THE WORLD'S GREATEST HOT SANDWICH® THE WORLD'S GREATEST HOT SANDWICH®

BROCCOLI 'N' CHEDDAR POTATO - HAM, EGG
HOLIDAY TURKEY SANDWICH - BAJA CHICKEN
BBQ CHICKEN - BUTTERNUT SQUASH SOUP

THE WORLD'S GREATEST HOT SANDWICH® THE WORLD'S GREATEST HOT SANDWICH®

TUNA MELT
CUPCAKES DELIVERY



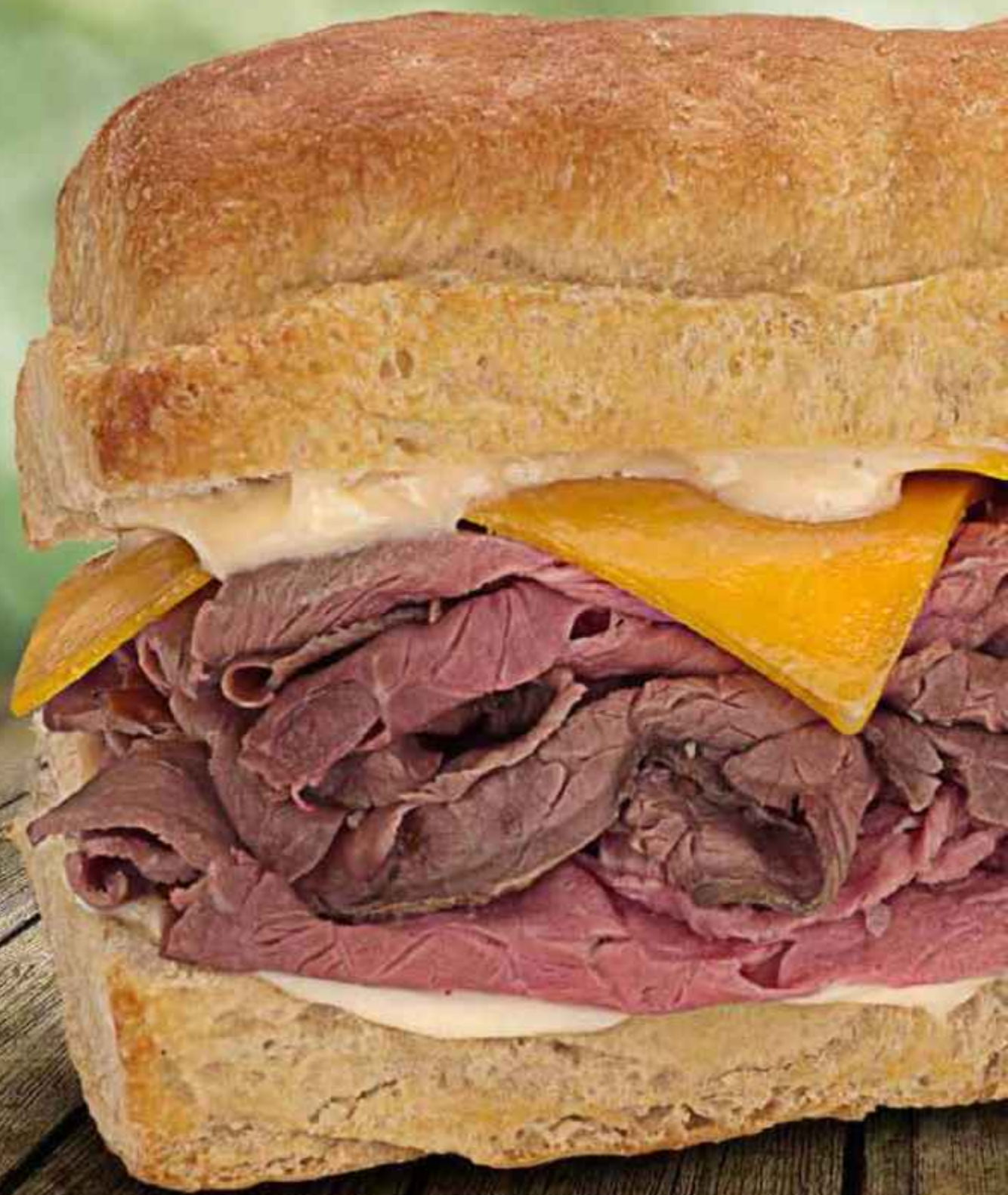
FOOD AND OFFERINGS



CATERING

SIGNATURE HOT SANDWICHES

- 12 sandwiches built to order with unique compositions of flavors



THE ORIGINAL 1762®



THE EARL'S CLUB

Turkey, bacon, Swiss, lettuce, tomato & sandwich sauce

THE ORIGINAL 1762®

Roasted beef, cheddar & horseradish sauce

CHIPOTLE CHICKEN AVOCADO

Grilled chicken, bacon, cheddar, avocado, lettuce & chipotle sauce

ITALIAN

Salami, capicola, ham, mortadella, mozzarella, tomato & Italian dressing

HOLIDAY TURKEY

Turkey, cornbread stuffing, gravy, cranberry sauce & mayonnaise

HAWAIIAN BBQ

Grilled chicken, ham, Swiss, pineapple & BBQ sauce

TUNA MELT

Albacore tuna salad & Swiss

THE FULL MONTAGU®

Roasted beef, turkey, Swiss, cheddar, lettuce, tomato & mustard sauce

HAM 'N' SWISS

Ham, Swiss & mustard sauce

VEGGIE

Swiss, roasted zucchini, cabbage, avocado, lettuce, tomato & pesto hummus

CAPRESE

Fresh mozzarella, tomato, basil & balsamic

ALL AMERICAN

Turkey, cheddar, cranberries, lettuce, tomato & ranch dressing



CHIPOTLE CHICKEN
AVOCADO

- Flavors release as Earl's Artisan loaf finishes baking and the meats and generous slices of the finest cheeses are melded



THE EARL'S CLUB



THE FULL MONTAGU®

- Fresh vegetables, seasonings, and savory and delicious sauces added to every sandwich



HAM 'N' SWISS

Freshly Tossed greens™ Salads

Freshly tossed greens, topped with fresh, ingredients and innovative flavor combinations.



BERRY CHICKEN
ALMOND



EARL'S COBB

- ◆ Earl's Cobb 
- ◆ Chicken Caesar
- ◆ Berry Chicken Almond 
- ◆ Greek 
- ◆ Thai Chicken
- ◆ House Salad

 GLUTEN - FREE

Hand-Crafted Wraps

Quality ingredients combined to create flavorful hand-crafted wraps.

- ◆ Buffalo Chicken
- ◆ Chicken Caesar
- ◆ Chicken Bacon Avocado
- ◆ Tuna
- ◆ Thai



BUFFALO CHICKEN

FOOD & OFFERINGS

Breakfast

Breakfast sandwiches made with fresh cracked eggs served on the Earl's Artisan Mini Loaf, oatmeal, muffins, specialty coffee and assorted pastries.



Dinner

An assortment of freshly-made pastas, pizza breads and stuffed baked potatoes.



FOOD & OFFERINGS



Bake Shop

Specialty treats baked in-house daily.



Artisan Soups

A selection of specialty soups served daily.



Grab 'n Go

We offer a full line of products always available for take-away including sandwiches, wraps, salads, a wide selection of bottled beverages, assorted fountain beverages, fresh fruit, yogurt parfaits, freshly baked desserts and chips.



FOOD & OFFERINGS



Catering

We cater gatherings of any size, large or small. Whether it's strictly business or just for fun, choose any of the tasty items from our entire menu.

**THE WORLD'S GREATEST
HOT SANDWICH -**
IN OUR STORE OR AT YOUR DOOR.



ORDER ONLINE AT EARLOFSANDWICHUSA.COM
OR VISIT US AT OUR NEW ST. PETE LOCATION
SANDWICHES, SALADS & WRAPS • BREAKFAST, LUNCH & DINNER

ST. PETERSBURG • 3004 4TH STREET N.
OPEN SUN - THURS 8 AM 'TIL 9 PM,
FRI & SAT 8 AM 'TIL 10 PM

Delivery

Want just one sandwich, salad or wrap?

We deliver that.



PLATFORMS

In-Line - New Prototype

1,200 – 1,800 square feet



TRADE CHANNELS

- ◆ Resorts
- ◆ Casinos
- ◆ Airports
- ◆ Transportation
 - ◆ Service Plazas
 - ◆ Train Stations
- ◆ Healthcare (Future)
- ◆ Higher Education (Future)
- ◆ Urban B&I
- ◆ Shopping Centers
- ◆ Suburban



PLATFORMS

Food Court

650 – 1,000 square feet



Airport

650 – 1,000 square feet



PLATFORMS

Kiosk

250+ square feet



Tavern



AIRPORTS

Boston Logan Int'l Airport

Terminal E
1 Harborside Dr.
East Boston, MA 02129

Detroit Metro Airport

North Terminal
601 Rogell Dr.
Detroit, MI 48242

Miami Int'l Airport

6984 NW 120th Street
Miami, FL 33126

Newark Liberty Int'l Airport

Terminal A2
1 Hotel Rd.
Newark, NJ 07114

Philadelphia Int'l Airport

Terminal D
8500 Easington Ave.
Philadelphia, PA 19153

ARIZONA

Tempe

505 South Mill Ave
Tempe, AZ 85281

CALIFORNIA

Downtown Disney® District

1565 S. Disneyland Dr., Ste. 102
Anaheim, CA 92802

Harrah's Resort

Southern California
777 Harrah's Rincon Way
Valley Center, CA 92802

FLORIDA TURNPIKE

Fort Drum Service Plaza

Mile Marker 184

Fort Pierce Service Plaza

Mile Marker 145

West Palm Beach Travel Plaza

Mile Marker 94

FLORIDA

Downtown Disney®

Marketplace

1750 E. Buena Vista Dr.
Lake Buena Vista, FL 32830

International Plaza

and Bay Street
2223 N. West Shore Blvd.
Tampa, FL 33607

St. Petersburg

5004 4th St. N.
St. Petersburg, FL 33703

The Mall at Wellington Green

10300 West Forest Hill Blvd., Ste. 199
Wellington, FL 33414

Town Center at Boca Raton®

6000 Glades Rd.
Boca Raton, FL 33431

MARYLAND

Chesapeake House

1-95 JFK Memorial Hwy.
Mile Marker 97
North East, MD 21901

MASSACHUSETTS

Boston Common

18 Charles St.
Boston, MA 02114

NEVADA

Caesars Palace

3570 Las Vegas Blvd S
Las Vegas, NV 89109

Palms Casino Resort

4321 W. Flamingo Rd.
Las Vegas, NV 89103

Planet Hollywood

Resort & Casino®
3667 Las Vegas Blvd. S.
Las Vegas, NV 89109

Summerlin

2010 Festival Plaza Dr.
Las Vegas, NV 89135

NEW YORK

NYC Midtown

1290 Ave. of the Americas
New York, NY 10104

NORTH CAROLINA

Valley River

777 Casino Parkway
Murphy, NC 28906

PENNSYLVANIA

Parx Casino & Racing

2999 Street Rd.
 Bensalem, PA 19020

TEXAS

Bianco

1160 N. Loop 1604 W., Unit 110
San Antonio, TX 78248

Fiesta Trails

5238 De Zavala Rd., Ste. 114
San Antonio, TX 78249

INTERNATIONAL

Disneyland® Village Paris

77705 Marne la Vallée Cedex 4
Paris, France



GUEST FEEDBACK



PLANET HOLLYWOOD RESORT & CASINO® LAS VEGAS

"I've been to earl of sandwich in Vegas, had the pleasure of eating there... 7 times in 9 days."

- Matthew Reed



DOWNTOWN DISNEY® MARKETPLACE

"Wanted to tell you how much we were impressed by the quality of the food... we absolutely loved the meal. From the Hawaiian Sandwich, to the grilled Peanut Butter and Jelly, to the decadent Brownie Ice Cream Sandwich, it really was fantastic! Thank you for a great experience!"

-Dan Vukmirovich



DETROIT METRO AIRPORT

"I just wanted you to know that I recently had a delay at the Detroit Metro Airport... Earl of Sandwich... it was fantastic!! I hope there will be opportunities to see more Earl of Sandwich restaurants cross the nation. "

-Kathy Broege, a huge fan



BOSTON LOGAN AIRPORT

"Hi, I just wanted to let you know that your food is excellent, the best in Logan Airport!"

-Kathleen King





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