

FACT SHEET

COMPANY OVERVIEW: AUNTIE ANNE'S BUSINESS FACTS AT A GLANCE

Business Model	<p>Auntie Anne's® is the world's largest hand-rolled soft pretzel franchise built on the uniqueness of mixing, twisting, and baking pretzel products to golden brown perfection in full view of customers. With a variety of snack and meal options for people on-the-go, Auntie Anne's is a popular quick-service restaurant that can be found in shopping malls, outlet centers, airports, train stations, travel plazas, colleges/universities, and non-traditional shopping and entertainment centers. In 2011, Auntie Anne's set record sales of \$441.4 million vs. \$394 million in 2010. It currently has more than 1,200 stores operating around the world.</p>
Product Line Up	<p>Auntie Anne's core product lineup includes Original, Cinnamon Sugar, Almond, Garlic, and Sour Cream and Onion Pretzels, along with the Pretzel Dog. Auntie Anne's most popular pretzel flavors are also available as Pretzel Stix and Pretzel Nuggets. Complementary dipping sauces are available in savory and sweet flavors from Cheese Dip to Marinara, Caramel Dip, and Light Cream Cheese. To complement pretzel and dip selections, the brand's famous lemonade can be enjoyed in its signature version or as Lemonade Mixers in four fruity flavors.</p> <p>Auntie Anne's portable products come with a "Pretzel Perfect Guarantee" which simply states, "We guarantee you'll love your pretzel or we'll replace it with one that you do."</p>
Global Presence	<p>Headquartered in Lancaster, Pa., Auntie Anne's has more than 300 franchise partners in 46 states and 23 countries, which includes the United States, Bahrain, Mexico, Canada, China, Egypt, Honduras, Ireland, Japan, Kuwait, Philippines, Poland, Saudi Arabia, Singapore, Taiwan, Thailand, United Arab Emirates, Indonesia, Malaysia, South Korea, United Kingdom, Venezuela, and Jamaica.</p>
Giving Back	<p>In September 2011, Auntie Anne's marked the formation of a partnership with Alex's Lemonade Stand Foundation (ALSF), an organization focused on raising money and awareness for the causes and cures of childhood cancer. The organization was founded by a four-year-old, Alexandra "Alex" Scott, who was diagnosed with cancer just before her first birthday and opened a lemonade stand in her front</p>

yard to raise money for a cure. While Alex ultimately lost her life to cancer in 2004, her legacy continues to live on through the foundation bearing her name.

Prior to its national charitable partnership with ALSF, Auntie Anne's and its franchise partners donated more than \$4.5 million to local children's hospitals across the country through the [Children's Miracle Network](#). In addition, Auntie Anne's joined with [First Book](#) to provide free and low cost books to nearly 50,000 children.

Auntie Anne's corporate philanthropy also extends inward, as the company offers educational scholarship and home down payment gift programs for crewmembers, store managers, franchise partners, and corporate associates.

Brand Extensions

In addition to its franchising business, Auntie Anne's is also a distributor of gourmet [fundraising products](#). Schools and other non-profit community groups can raise money for their organization by working with one of the more than 200 fundraising distributors throughout the country to sell a variety of baking kits and frozen pretzel products.

Auntie Anne's also has a presence in the retail arena with its [At-Home Baking Kit](#). Available at super centers, specialty retailers, regional grocery chains, and a club store, the kit provides an opportunity for consumers to enjoy the fresh baked goodness of Auntie Anne's products in the comforts of their own kitchens. The easy-to-prepare kit comes with step-by-step instructions and a special Auntie Anne's versatile dough mix to make pretzel products, including pizzas, gourmet breads, side dishes, and desserts.

Leadership

Auntie Anne's is a part of [FOCUS Brands](#), the franchisor and operator of 3,300 ice cream shoppes, bakeries, restaurants and cafes in the United States, the District of Columbia, Puerto Rico and 42 foreign countries under the brand names [Carvel](#)®, [Cinnabon](#)®, [Schlotzsky's](#)®, [Moe's Southwest Grill](#)®, and Seattle's Best Coffee® on certain military bases and in certain international markets.

[Auntie Anne's Executive Team](#), headquartered in Lancaster, Pa. is comprised of William P. Dunn, Jr., President and Chief Operating Officer, Beth Monaghan, Chief Administrative Officer, and Mitch Blocher, Chief Financial Officer.

Social Media

Auntie Anne's strategically manages opportunities for the brand's



presence on social media channels. Currently, Auntie Anne's is active with consumers on [Facebook](#), [Twitter](#), and [YouTube](#). Additionally, the brand focuses on niche markets with their [@OwnAuntieAnnes](#) Twitter handle and a Facebook page dedicated to [at-home baking](#) that supports the company's retail initiatives.

- Restaurant Business Magazine | 40th place rank in "The Social Media 50"
- Franchise Help | 20th place rank in the "Top 500 Franchises in Social Media"

For More Info.

Please visit www.auntieannes.com, www.auntieannesfranchising.com, www.auntieannesfundraising.com or www.auntieannesrecipes.com.