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Amsterdam Falafelshop Signs Deal to Open at L'Enfant Plaza

Multi-Unit Franchise Developer Expanding the D.C. Presence of Top-it-Yourself Falafel Shop with Amsterdam Vibe and Cult-Like Following

WASHINGTON – Amsterdam Falafelshop is blossoming in the heart of Washington, D.C., just a few blocks from the National Mall.

Made famous in the nation's capital for its delicious falafel and authentic vibe at its flagship Adams Morgan locale, Amsterdam Falafelshop announced today that its Washington D.C. developer, managed by local entrepreneur Dane Cherry, has signed a lease to open a new shop in L'Enfant Plaza's La Promenade.

This stands to be the second franchise shop that Cherry and his team will open in the District, joining the soon-to-open 14th Street franchise location.

"Amsterdam Falafelshop has become a staple for so many people living and visiting D.C.," said Cherry. "Amsterdam Falafelshop hits on everything you look for in a fast-casual concept — award-winning food, incredible reviews, an atmosphere that separates it from any place else and a venue that truly captures all the senses. We're thrilled to provide Washington more shops — more spots to slip in, pause amid your busy day and eat an incredible falafel sandwich."

To Cherry's point, the Amsterdam Falafelshop multi-unit franchise operator also announced today that his team has signed a development agreement to open its third franchise location in Washington, D.C. at a site soon to be determined.

"We're thrilled to have Dane and his team working hard with us to expand our presence here," said Arianne Bennett, CEO of Amsterdam Falafelshop. "We're confident they will fill the new franchise locations with the dedication and uniqueness that has made our brand such a hit."

The franchise is also actively seeking franchise developers to expand the brand out into Washington area suburbs, targeting larger communities across Maryland and Virginia.

The renowned top-it-yourself falafel shop with a vibe, culture and flavor that commands a global fan base has become a Washington, D.C. sensation, consistently topping best-

food lists, receiving widespread food-critic acclaim, and winning over the hearts of discerning customers who have made it a top restaurant in D.C. on Yelp. In addition to serving fresh-made falafel sandwiches and Dutch-style fries ["frieten"], shops offer nearly two-dozen toppings for patrons to customize their falafel. These unique differentiators inspired Cherry and his team, who couldn't resist the opportunity to expand with Amsterdam Falafelshop.

"We created a movement that reflects our quirkiness, and we're incredibly excited that we found Dane, a great partner in growing our brand across Washington," added Bennett. "You will not find a restaurant concept with the food and environment that we offer in this area — we are confident this will make a huge and lasting imprint in the fast casual food market here."

In addition to growing in D.C. and surrounding suburbs, Amsterdam Falafelshop is moving forward with an aggressive U.S. franchise growth plan calling for expansion into other select urban centers where the brand can maintain its originality among a diverse collection of consumers. The company is still accepting applications from qualified franchisees interested in further developing key U.S. areas throughout the Northeast, Eastern Seaboard, Midwest and Southeast. Target markets include the Washington D.C. metro area and Baltimore, Atlanta, the Carolinas, Miami, Tampa, the New York metro area, Philadelphia and Richmond. Plus, Amsterdam Falafelshop has also pinpointed metropolitan areas across the midsection of the nation such as Chicago, Ohio, and other major metro markets in Texas.

There are two Amsterdam Falafelshop franchise locations currently operating — one in Boston and another in Annapolis, Md. Additionally, there are four more shops planned for the D.C. area, four more in the Boston market and locations planned for Salt Lake City and Dallas-Fort Worth.

About Amsterdam Falafelshop

Since opening in 2004 in the heart of Washington, D.C.'s Adams Morgan neighborhood, Amsterdam Falafelshop has become a magnetic destination. The top-it-yourself falafel sandwich and Dutch-style fries shop with a vibe and culture tailored to meeting the taste and atmospheric demands of urbanites nationwide creates an unforgettable, unique experience in every community it enters. Shops retain a feeling of neighborhood independence amid a period of crucial franchise growth. With three locations operating today and multiple units in development, plans call for an exponential increase in franchised sister-shops, adding dozens of Amsterdam Falafelshop franchise locations across urban centers nationwide. For more information about the restaurants, please visit www.Falafelshop.com. To learn about available franchise opportunities, click on the website's "Franchise Opportunities" tab.