



FOUNDED BY FIREMEN

## **FACT SHEET**

### **HISTORY**

- Firehouse Subs® was founded by two firefighting brothers, Chris and Robin Sorensen.
- The first Firehouse Subs restaurant opened in 1994 in Jacksonville, Fla.
- The Sorensen family has more than 200 years of firefighting service.
- Each Firehouse Subs restaurant celebrates the firefighting profession with authentic décor like axes, hoses, and bunker gear often donated by the local fire department. Historical photographs and a hand-painted mural with a firefighting theme are also found in each restaurant.

### **QUALITY**

- Firehouse Subs only serves only high quality meats and cheeses, including USDA Choice grade roast beef, pastrami, corned beef and steak.
- All meats are sliced fresh daily.
- Firehouse Subs steams the meat and cheese to lock in moisture and allow the meat and cheese flavors to burst.
- All subs are served on a toasted white or wheat sub roll, and most are topped with fresh produce and condiments.
- Customers can order their sub Fully Involved®, which is loaded complete with mayo, mustard, lettuce, tomato, onion and a dill spear on the side.
- Firehouse Subs serves hearty portions fit for a firefighter, including a ½ lb. of meat on large Specialty Subs.
- The Hook & Ladder® is our no. 1 selling sub.
- Guests have their choice of up to 50 hot sauces in each restaurant, or Firehouse Subs' signature sauce, Captain Sorensen's® Datil Pepper Hot Sauce.

### **GROWTH & SUCCESS**

- Firehouse Subs practices smart growth, opening restaurants when it is the right franchisee, the right time and the right location.

- Since its founding 14 years ago, Firehouse Subs has opened more than 340 restaurants across 16 states.
- Firehouse Subs' Average Unit Volume (AUV), currently at \$600K, is at or near the top of the sub sandwich category in all of the markets we operate.
- Plans for expansion in 2009 are focused on the Northeast, Southeast, Central, and Southwest regions of the country.

#### **COMMUNITY SERVICE**

- The Firehouse Subs Public Safety Foundation was launched in 2005 as the company's key philanthropic focus
- The Foundation is dedicated to improving the life-saving capabilities of emergency service entities in communities served by Firehouse Subs, by providing funding, resources and support to public safety entities.
- Firehouse Subs is the "National Chain" winner of the National Restaurant Association's (NRA) Restaurant Neighbor Award for community service.