



**MEDIA KIT 2010**



## **MEDIA CONTACT**

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[twitter.com/charleys](https://twitter.com/charleys)

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## THE FACTS

**Headquarters:** Columbus, Ohio

**Founded:** 1986 on the Ohio State University Campus

**Vision:** To honor God and strengthen our neighbors.

**Mission:** To provide a great experience to every customer on every visit.

**Locations Worldwide:** 400+

**States:** 41

**Countries:** 13

**Specialties:** Made-to-order Philly Steak and Chicken, Gourmet Fries, Natural Lemonade and Fresh Grilled Salads



## **CHARLEY'S STORY**

Like so many great things, it all started by a wrong turn made right.

Charley was taking a family vacation when a missed exit brought him to South Philly. His first encounter with a local delicacy, a Philly CheeseSteak, was love at first bite. Totally hooked, he brought his findings back home to Columbus, Ohio and began testing recipes on his college buddies.

After perfecting the recipe, Charley's fortune took another turn for the best. His mother let him borrow from her life savings to open the first "Charley's" on The Ohio State University campus.

The 450 square foot, 16 seat restaurant featuring Philly Steak Subs, Gourmet Fries and Natural Lemonade was an instant hit.

To keep up with customer demand, Charley began franchising in 1991. Locations began popping up all over the world, including mall food courts, strip centers, airports and even Army & Air Force Bases.

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You can now enjoy the Award Winning taste of Charley's Grilled Subs® in hundreds of locations, from Ohio to Hawaii to Alaska to Japan and beyond.





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## CREATING A PHILLY CHEESESTEAK...



**100% USDA Choice Steak**

or All-White Chicken Breast Meat

**Real Dairy Cheese**

**Fresh Produce**



**...CHARLEY'S WAY**

**ALWAYS PREPARED FRESH,**

**RIGHT IN FRONT OF YOU**



**Oil-Free Grilling**



## **AWARDS**

### **Entrepreneur Magazine**

Franchise 500 List

Rated #1 in Category, 2001 – 2009

### **Success Magazine**

Annual "Franchise Gold 200" – Top 20 Ranking

### **Ernst & Young Entrepreneur of the Year**

Regional Award Winner

### **Mass Mutual, U.S. Chamber of Commerce**

"Blue Chip Enterprise Award"

### **Entrepreneur Magazine**

"Top 57 Fast Food Franchises in the World"

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**Columbus Business Magazine**

Top 50 Private Businesses

**Corporate Caring Award Finalist**

Columbus, Ohio

**Entrepreneur Magazine**

"Best of the Best" Franchises, 2006

**Voted Best Sub**

Pittsburgh, Knoxville, Columbus and Atlanta Airport

**Inc. 5000 List**

**Restaurant & Institution's Top 400 List**

**Dun & Bradstreet Top 300 All-Star Franchises**



## **OUR COMMITMENT TO BROTHERLY LOVE**

At Charley's Grilled Subs® we strive to uphold our vision of "Honoring God and Strengthening our Neighbors" by supporting the communities where we operate. All over the country, our stores are demonstrating "Brotherly Love" through participation in charitable events and donating time and money to non-profit organizations.



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- **Children's Miracle Network**
- **Big Brothers Big Sisters**
- **Salvation Army**
- **Children's Hunger Alliance**
- **Faith Mission**
- **Make a Difference Day**
- **"Fight Back"**
- **Poker for Pets... Cash for Kids**
- **International Friendships**
- **Toys for Tots**
- **National Kidney Foundation**



[WWW.CHARLEYS.COM](http://WWW.CHARLEYS.COM)

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