



★ FIRST ★

FACTS

CONCEPT:

First Watch – The Daytime Café – specializes in unique, award-winning, made-to-order Breakfast, Brunch and Lunch creations using the freshest ingredients possible.

MENU:

The menu at First Watch features an assortment of delicious entrées. Enjoy traditional favorites such as eggs, crepes, omelets, pancakes, soups and sandwiches, or try signature “Eggs-clusives” such as the Chickichanga®, Key West Crepegg® and Floridian French Toast®. Health conscious since inception, all menu items at First Watch are freshly prepared to order, made with only the finest ingredients. First Watch never uses deep fryers or heat lamps, and egg whites or cholesterol-free, fat-free eggs may be substituted at no additional charge.

The “Healthier Side” of the menu features a variety of delicious options including egg white omelets, such as the Tri-Athlete Omelet®. A variety of entrées are made with fresh-cut fruit, low-fat organic yogurt and housemade granola, such as the Fresh Fruit Crepes and signature Siesta Key Cocktail®. The signature Power Wrap™, made with fluffy egg whites, fresh vegetables and housemade salsa, is also popular among guests who understand that eating right does not mean compromising flavor and taste. Weekly and weekend specials are highlighted on the restaurants’ chalkboards, which vary by location and seasonality of ingredients. The Two for You® menu special makes weekday lunch easy for guests who wish to select two half portions from select salads, sandwiches or soups. Gluten-free menu offerings are available and all allergen and nutritional information is posted online. First Watch gladly accommodates special requests to help meet dietary needs.

ATMOSPHERE:

The bright, natural lighting in First Watch dining rooms reflect the warm, inviting personality of the brand and its staff. The open kitchens convey a fresh, nothing-to-hide approach to food preparation. Guiding operating principles of “If we can, we will®” and “You first®” provide a superior level of customer service. It is the pleasure of First Watch to welcome all guests with complimentary newspapers and free Wi-Fi internet access to ensure an enjoyable visit.

HISTORY:

First Watch was founded in 1983 in Pacific Grove, California on the simple concept of putting customers first. Word spread of this “fresh idea,” and the original restaurant grew in popularity. In 1986, First Watch partner Ken Pendery – the current President and CEO of First Watch – decided to fulfill his lifelong desire to live in Florida and relocated the company’s headquarters to Bradenton, Fla., where it remains today.

The restaurant’s name was inspired by a nautical reference to a ship crew’s first shift of the day. The First Watch crew begins each day at dawn, slicing fresh fruit and vegetables, baking muffins and whipping up French toast batter from scratch. More than 28 years has passed since its inception, and First Watch continues its commitment to excellent service and freshly prepared menu favorites.

I LOVE YOU
MORE THAN
BACON.

FIRSTWATCH.COM




FirstWatch
The Daytime Café

Yeah, it's fresh.™



ACCLAIM:

Though the restaurants continually achieve national recognition, First Watch is most proud of the awards that were chosen by customers themselves. First Watch was ranked highest among all restaurants in the 2009 and 2010 *Consumer Reports*' Most Popular Chains issue. For more than 20 consecutive years, First Watch has been a recipient of *Sarasota Magazine*'s Readers' Choice Awards, in categories such as "Best Breakfast," "Best Power Brunch," and "Best Healthy Restaurant."

Orlando Sentinel awarded First Watch "Best Breakfast" destination in a recent readers' poll, while the *St. Louis Senior Circuit* proclaimed, "First Watch gets a five-star rave." Also named "Best Breakfast" by *Columbus Magazine* and the *Tampa Bay Business Journal*, First Watch continues to gain accolades in new and existing markets. In addition, Ken Pendery, President and CEO of First Watch, was honored with the 2008 Golden Chain award by *Nation's Restaurant News*. In addition, First Watch's legions of loyal fans gush daily on social media platforms such as Facebook, Yelp!, UrbanSpoon and TripAdvisor.

COMMUNITY INVOLVEMENT:

First Watch is proud to be an active member in all of the communities in which it operates. By participating in Share Our Strength's Dine Out For No Kid Hungry™ campaign, and supporting organizations like the Leukemia & Lymphoma Society, the National Multiple Sclerosis Society and even local high school football teams, First Watch strives to support charitable giving, on both a national and local level.

CUSTOMER RELATIONS:

First Watch has a loyal following. In 2007, to show its appreciation, the company launched the First Watch Sun eClub™, an e-mail-based customer loyalty program. The Sun eClub provides regular First Watch guests with e-mail incentives, such as a complimentary entrée on their birthday, and shares the latest company happenings, featured menu items and even personalized greetings on special occasions. Customers who register online or at any First Watch restaurant receive a special buy one, get one offer just for signing up.

COMPANY:

Headquartered in Bradenton, Fla., First Watch Restaurants, Inc. is the largest, privately owned, daytime-only restaurant company in the United States. First Watch operates approximately 100 restaurants in 13 states, with franchised restaurants in Florida, Oklahoma, West Virginia and Wisconsin, and licensed restaurants in Arizona. First Watch expects to grow to 115 restaurants by the end of 2012, with a dozen franchised locations open and more than 30 in various stages of development. For a complete list of current First Watch restaurants, please visit www.FirstWatch.com. Each new restaurant creates between 25 and 30 jobs, and First Watch currently employs more than 2,500 people.

HOURS OF OPERATION:

First Watch is open daily from 7 a.m. until 2:30 p.m.
All restaurants are closed only on Thanksgiving and Christmas Day.

MEDIA CONTACT:

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ConsumerReports gave First Watch their highest rating of all restaurants in all categories.

NATION'S Restaurant News
THE NEWS LEADER OF THE FOODSERVICE INDUSTRY

2008 GOLDEN CHAIN AWARD,
Kenneth Pendery, was recognized for recent accomplishments, achievements and excellence in the restaurant industry.