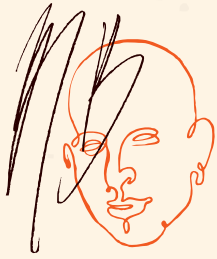


MAX BRENNER

Chocolate Bar



CHOCOLATE BY THE BALD MAN
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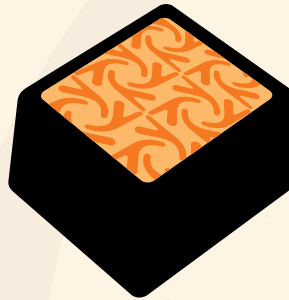
Chocolate Bar

Headquarters:

Max Brenner International
260 Fifth Avenue, 9th Floor
New York, New York 10001

Website:

www.maxbrenner.com



About Us:

Max Brenner is creating a new chocolate culture, a chocolate sensory immersion that encourages you to open your mind about how you connect with chocolate. Max Brenner offers delectable servings and recipes that are shareable, pourable, dippable, dunkable and injectable. Chocolate is presented in over 30 widely imaginative serving methods that feed your passion.

Headquartered in New York City, Max Brenner operates four Chocolate Bar Restaurants across the USA as well as more than 40 Chocolate Bars across the globe, including one in Bethesda, MD. Max Brenner also operates an online shop located at shop.maxbrenner.com.

Locations:

USA: New York, Boston, Philadelphia, Las Vegas and Bethesda, MD. All U.S. locations are company-owned.

Outside the USA: Australia (36) Israel (5) Asia (5). All International locations are franchised.

Our Two Concepts:

The Chocolate Bar is a fast casual, sweets-only spot where guests order at a counter and seat themselves. Chocolate Bar Restaurants are full-service and serve both sweet and savory options.

Leadership:

Sam Borgese – Chief Executive Officer

Employees:

400+ in the US, 2,000+ worldwide

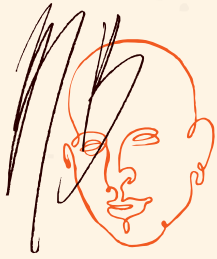
Signature Items:

Hot Chocolate, 80's Milkshake, Chocolate Chunks Pizza, Classic European Fondue, Melting Heart Cake and Shake, Banana Split Waffle, Popsicle Fondue, Strawberry Hazelnut Crepe, Chocolate Syringe

Signature Utensils:

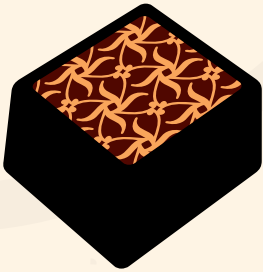
Hug Mug, Alice Cup, Suckao, Kangaroo Cup, Fondue Tower





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The **CHOCOLATE** Bar

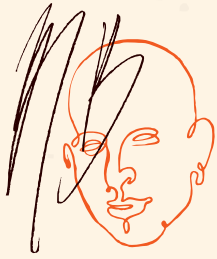


The Chocolate Bar is the shrine of the new chocolate culture. Chocolate is expressed everywhere – in music, in design, and on the menu. It surrounds you and carries you away into the intimate excitement of your own chocolate mood. Smell, see, taste and touch chocolate.

Signature Desserts

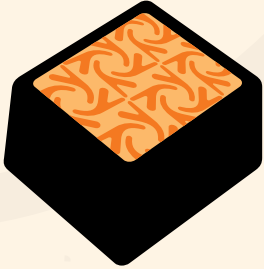
- **Hot Chocolate:** Pure liquid chocolate in your choice of milk, dark or white. Served in our Hug Mug.
- **Classic European Fondue:** Two towers of melted chocolate in your choice of milk, dark or white. Served with sticky toffee sauce, strawberries, bananas, fluffy cocoa cake and your own grill.
- **Chocolate Chunks Pizza:** Melting milk and white chocolate chunks with toasted marshmallows. Order whole or by the slice!
- **80's Milkshake:** Milk chocolate ganache, vanilla ice cream and a nostalgic crunchy chocolate shell.
- **Melting Chocolate Heart Cake & Shake:** Dark fudge cake with a heart of melting white chocolate. Served with vanilla ice cream, berries and an iced chocolate shot.
- **Banana Split Waffles:** Two pearl sugar waffles with caramelized bananas, toffee sauce, sugar crispies and vanilla ice cream. Served with a flask of liquid chocolate ganache.
- **Popsicle Fondue:** A vanilla ice cream bar is yours to dip in melted milk chocolate, crunchy bits and Chocopops.
- **Peanut Butter and Banana Crepe:** A thin crepe filled with peanut butter, bananas and chocolate chunks. Served with chocolate peanut butter ice cream and warm peanut butter sauce.





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The **CHOCOLATE** Shop

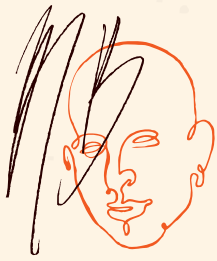


Shop your experience. In each Max Brenner location, there is a specialty Chocolate Shop filled with shelves upon shelves of Max's chocolate creations. Huge chocolate bricks, colorful bonbons, caramelized pecans, chocolate thins and crispy wafers all await for tasting.

Signature Items

- **Max's Bonbons:** Available in over 20 flavors, our signature bonbons are rich chocolate morsels that deliver a complete sense of satisfaction.
- **Nuts:** Caramelized pecans rolled in hazelnut cream and cocoa powder.
- **Espresso:** Milk chocolate cubes filled with Colombian espresso hazelnut cream.
- **Coco:** Hazelnut cream rolled in milk chocolate and roasted coconut.
- **100% Pure Milk:** Pure milk chocolate thins.
- **Snowies:** Hazelnut cream rolled in white chocolate and roasted pistachios.
- **Dark Praline Wafers:** Crispy wafers coated in dark chocolate and hazelnut cream.
- **Milk Chicao:** Milk chocolate thins with West African cocoa nibs.





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ICONIC *Packaging*

Max Brenner is well known for its fashionable gift boxes and colorful tins, which are collectibles among our most enthusiastic fans.



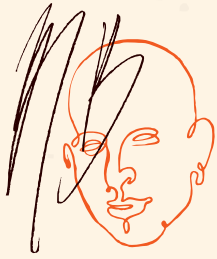
First Aid Chocolate Box



Seasonal



Premium Chocolate Boxes

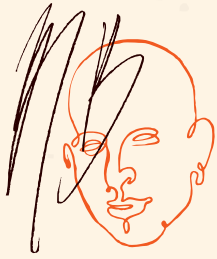


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SIGNATURE *Utensils*



- **Hug Mug:** A mug specially designed for the hot chocolate drinking ceremony. The mug is shaped to be hugged in both hands to create the ultimate drinking experience of coziness, warmth and fragrance.
- **Alice Cup:** Fantasy is the ultimate chocolate association. Alice in Wonderland is an everlasting symbol of fantasy. Max Brenner has designed the Alice "Drink Me" Cup to enhance the fantasy aspect of enjoying chocolate. It's the ultimate milkshake cup.
- **Kangaroo Cup:** Honoring the close bond between coffee and chocolate, the Kangaroo Cup's chocolate pouch enables the drinker to enjoy the double virtue of hot coffee plus melting chocolate. Lick the leftovers hidden in the pouch with the special Mix/Lick spoon.
- **Fondue Tower:** Made up of three ceramic sections, the Fondue Tower keeps melted liquid chocolate at the perfect temperature and consistency for dipping.
- **Suckao:** The Suckao is a small, dense, concentrated shot of pure rich chocolate. The term "Suckao" is made up of two words describing the utensil, the ritual and the unique drink itself: "Suck" (to draw the dense liquid through the metal straw) and "Kakao" (the Spanish word for cocoa beans from which the drink is made).



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BEHIND THE *Scenes*



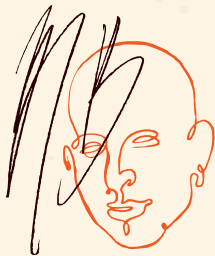
Sam Borgese, Chief Executive Officer

Sam Borgese, Chief Executive Officer of Max Brenner International, is a senior executive with more than 25 years of experience creating and implementing successful business strategies for public and privately-owned companies. Sam has a proven track record of leading companies and teams to improved brand positioning and operational results. Before joining Max Brenner, Sam was Executive Chairman of El Pollo Loco, Inc., a California-based company with over 400 locations and sales of \$550 million. He remains an active EPL Board Director. Sam has served as CEO of several private equity or venture capital-sponsored companies in the restaurant, retail and technology sectors including Catalina Restaurant Group, CB Holdings, Inc. and Bay Logics, Inc.



Katzie Guy-Hamilton, Executive Chef and Director of Food & Beverage

Katzie oversees all menu development and innovation for Max Brenner. Prior to joining the company, Katzie shaped the celebrated pastry program at New York's trendsetting Ace Hotel. She also enjoyed a four-year post at Wolfgang Puck's famous Spago Beverly Hills, where she trained under Executive Pastry Chef, Sherry Yard. She is a graduate of the French Culinary Institute and recipient of its Outstanding Alumni of the Year Award for 2011. Katzie's talents earned her a spot on Season Two of the television cooking competition, *Top Chef: Just Desserts*.



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IN THE *Press*

We like when people talk about us. Here's what they're saying:

"Attention Citizens! A sweet revolution is taking place at Max Brenner ..."

– Daily Candy

"The menu's an identical roundup of chocolate, chocolate, chocolate and more chocolate, hot in cocktails, fondue, soup, pizza, s'mores, bagels and anywhere else imaginable."

– The New York Post

"... cocoa-fueled fantasyland for children – of all ages."

– People Magazine

"This place – visited by famous people such as Orlando Bloom and Mary Kate Olsen – promises to be an experience for all of the senses: here, you can smell the chocolate, listen, feel, and see."

– InStyle Magazine

"Ask anyone under ten: Food is better when dipped in chocolate. But Max Brenner's insanely tempting chocolate fondue is not just gooey kid stuff. Thick, creamy and sensual, this molten delight issues a siren song that will entice adult cocoa lovers as much as their kids."

– TimeOut New York Kids

"It's the happiest, nicest smelling place you've ever been."

– Rachel Ray, host of the Rachel Ray Show

"Hide it from the kids: Max Brenner's nine yummy almost-to-pretty-to-eat chocolate."

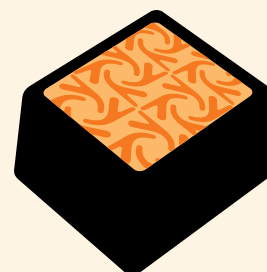
– Good Housekeeping Magazine

"Chocoholics can indulge in all forms of cocoa at Max Brenner."

– Where Philadelphia

"The ceramic mug helps add a touch of cozy comforts to the holiday season."

– Star Magazine



CONTACT *Us*

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CONNECT *With Us*

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 Pinterest: <http://pinterest.com/maxbrennerhq/>



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