

# GARDEN FRESH RESTAURANT CORP.

## Our History

- March 1978: The very first Souplantation brought delicious, healthy dining to San Diego in March 1978. Industry experts credit us as being the first casual eatery brand to serve fresh, wholesome menu options.
- February 1983: Garden Fresh Restaurant Corp. founded by Michael Mack through the acquisition of the first two Souplantation restaurants.
- August 1986: First Souplantation restaurant outside of San Diego County opens in Tustin, CA.
- April 1988: Garden Fresh Restaurants reach one million guests served milestone.
- January 1990: First Sweet Tomatoes restaurant opens in Palm Harbor, FL.
- May 1993: Hot Pasta and baked potatoes with all the toppings added to the menu
- September 1997: Garden Fresh Restaurants' 50th restaurant opens in Altamonte Springs, FL.
- March 1999: Garden Fresh Restaurants reach one hundred million guests served milestone.
- January 2003: Website and Club Veg loyalty email program launch.
- January 2003: One hundredth restaurant opens in Fullerton, CA.
- August 2004: Garden Fresh voted America's number one Cafeteria/Buffer in the 2004 *Restaurants & Institutions* "Consumers Choice in Chains," the first of many such awards.
- December 2004: Continuing the Garden Fresh commitment to wellness, the first Make-It-Fit Guide sharing menu nutritional information is made available to guests.
- July 2006: Garden Fresh launches a new building design across all restaurants to redefine the casual dining experience with contemporary farmer's market feel.
- February 2007: Launched Kitchen Cabinet™, a group of 10 female guests serving as an advisory panel selected from 10,000 applications nationwide
- March 2007: Menu expands to include eight made-from-scratch soups.
- April 2008: Health Magazine ranks Souplantation and Sweet Tomatoes restaurants among "America's Healthiest Restaurant."
- July 2008: Parents Magazine ranks Souplantation and Sweet Tomatoes restaurants as a "10 Best Family Restaurant."
- July 2008: Celebrated 30<sup>th</sup> anniversary with 110 restaurants across 15 states.
- September 2008: Garden Fresh introduces party-size signature dishes through wholesale retail channels for the first time.

- September 2008: Club Veg loyalty email program reaches 1 million members.
- April 2009: Garden Fresh launches social media presence via Facebook Page and Twitter Channel.
- March 2010: New smaller restaurant prototype launches, enabling Garden Fresh to open restaurants in previously cramped spaces, like shopping centers and strip malls, and speeding construction timelines, all without any change to the menu or quality of the food and service.
- November 2010: Garden Fresh Restaurants offers a take-home, bake-at-home Cranberry Apple Cobbler at its Souplantation and Sweet Tomatoes restaurants, the company's first entry to creating a retail presence within the restaurant.
- December 2010: Catering services become available in 56 of Garden Fresh Restaurants' 118 locations.
- January 2011: Garden Fresh Restaurant Corp. opens Souplantation Express, the first fast-service concept to the brand in Carlsbad, CA.