



The Briad Group Fact Sheet

- Company Overview:** The Briad Group is proud to be one of the fastest-growing franchise operators in both the restaurant and hotel businesses. Briad's mission is to provide great food and lodging in a clean and pleasant atmosphere. Its divisions strive to develop profitable franchises that add credibility to the trusted, well-respected brand names Briad represents.
- Divisions:** The Briad Group has three distinct divisions:
- Casual-Dining: T.G.I. Friday's
 - Quick-Service Restaurant: Wendy's Old Fashioned Hamburgers
 - Lodging: various Hilton and Marriott brand hotels
- Brands:** The Briad Group works with some of the most respected and trusted brand names in the restaurant and hotel business. It operates approximately 47 Wendy's restaurants and 68 T.G.I. Friday's restaurants. Briad also has developed and managed several Marriott and Hilton brand properties, and has plans to develop 13 additional hotels during the next few years.
- Locations:** Briad owns and operates restaurant and hotel franchises in Arizona, California, Connecticut, Nevada, New Jersey, New Mexico, New York and Pennsylvania. Please see separate store lists for exact locations for various brands.
- History:** The Briad Group has come a long way since October 1987, when founder Brad Honigfeld opened his first franchise – a Steve's Ice Cream/Carnegie Deli in Princeton, N.J. Within one year of opening the original ice cream parlor, Briad opened a Roy Rogers restaurant in North Brunswick, N.J. The company continued to open additional Roy Rogers restaurants, ultimately broadening its portfolio to include T.G.I. Friday's, Wendy's, Marriott and Hilton.
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- Principals:** Brad Honigfeld, founder and CEO
Rick Barbrick, president and COO
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