



Fresh To Order Announces Multi-Unit Franchise Agreement with Acclaimed Restaurateur *Company to further expand its reach in the Midwest*

“Fast-fine” dining pioneer, [Fresh to Order](#) is partnering with acclaimed restaurateur Charles Hensley, CEO of Acuity Restaurant Group, to bring 10 Fresh To Order restaurants to Indianapolis. The multi-unit agreement is the second one for Fresh to Order in the Midwest and is similar in scope with Fresh To Order’s recent franchise agreements in Chicago and Philadelphia.

“With fresh, made-from-scratch, affordable food served in a timely manner in a comfortable, clean environment, Fresh To Order is a brand I am confident residents of Indiana will soon be calling their favorite,” said Charles Hensley, former CEO/Managing Member of McIndy Ventures, LLC, a 19-unit franchisee of McAlister's Deli. “I have been looking for the right brand to partner with, and I have had my eye on Fresh To Order for some time now. In fact, when I sat on the Franchise Advisory Council for McAlister’s Deli, we talked about Fresh To Order and how Pierre Panos was an innovator who had carved out a new niche called “fast-fine.” I also sought a concept that was primed for expansion in catering service. I am excited to be part of the Fresh To Order family and to work with Pierre and the rest of his team.”

McAlister’s Deli was named one of the top ten catering companies in the state of Indiana with over \$4 million in annual sales while Hensley was the catering sales leader. During his 9-year stint on the McAlister Deli’s Franchise Advisory Council, Hensley received the concept’s prestigious President’s Club Award, posted numerous sales and service awards including Franchisee of the Year, twice. Hensley is a known industry visionary who has shown the ability to not only stay on the forefront of guest and menu trends but also has proven to be an invaluable voice in the Franchisee community in helping further the success of the overall brand.

“I visited several locations in the Atlanta area and just fell in love with what Fresh To Order was doing,” said Hensley. “From the high quality of the food, to the service model and the brand’s unique points of difference, everything about the brand resonated strongly with me – my philosophy and beliefs.”

“Charlie Hensley is exactly the type of franchisee we are looking to grow with. We are very selective with whom we want to represent the brand, and Charlie’s reputation for a high standard of excellence and extraordinary operational execution make him the perfect fit for Fresh To Order,” says Fresh To Order Founder and CEO Pierre Panos. “To sign an industry stalwart like Charlie says a lot about our brand and how well we are positioned in the marketplace.”

About Fresh To Order:

Founded in 2006, Fresh To Order, the pioneer of the innovative "fast-fine" restaurant segment, combines the quality of food found in casual fine-dining with the operating platform and price point of fast casual. With a mission to serve "Incredible Food" in under 10 minutes for around \$10, Fresh To Order serves a menu of recognizable favorites with a flavorful twist, such as chef-inspired entrees, Panini sandwiches, soups and Perfect Bite Salads®. Quickly becoming one of the industries most admired food concepts, Fresh To Order was recently named a “Hot Concept!” and a “Breakout Brand” by Nation’s Restaurant News and a “Top-50 Movers and Shakers” for the second year in a row by fastcasual.com. For up-to-the-minute information join us on Facebook <http://www.facebook.com/fresh2order> or <http://www.freshtoorder.com> and <http://www.f2ofranchise.com>.

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