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FRANWORKS GROUP OF COMPANIES LAUNCHES NEW URBAN RESTAURANT CONCEPT

Calgary-based corporation set to open State & Main, a new brand of trendy but friendly restaurants

Calgary, Alberta (April 11, 2012) – FranWorks Group of Companies (FranWorks), owner of the popular Original Joe’s Restaurant and Bar and Elephant & Castle brands, is adding another component to their expanding portfolio of successful enterprises. The Calgary-based company is proud to introduce State & Main Kitchen and Bar, a lively new concept opening soon in select cities.

The urban inspired, North American Kitchen and Bar will boast many of the same concepts and features that has made the Original Joe’s brand such a success in Western Canada. State & Main will provide a familiar neighbourhood bar-like atmosphere, but elevated, serving inventive comfort food and drinks in a relaxing, rustic-chic environment.

“We were looking to fill a niche market that provides guests with a trendy but friendly atmosphere where they can enjoy an excellent meal, or a lively night out with friends,” said Derek Doke, Founder and CEO of FranWorks. “State & Main is the perfect crossroads of modern meets vintage urban, and I think there are some terrific growth opportunities for this brand.”

The menu will appeal to guests who are looking for the comfort food of their local neighbourhood bar, infused with a little more attitude. Offering classic dishes with a twist, and a wide variety of North American favourites, guests can expect hand-crafted favourites with an emphasis on quality, taste and choice. The modern space will be divided into two areas: a stylish restaurant adjacent to an upbeat lounge, with outdoor patios at select locations.

“We want to give guests a new and enhanced experience,” continues Doke. “Offering value, innovative twists on food favourites and signature beverages in a comfortable classic meets modern atmosphere, State & Main will have something to offer everyone.”

State & Main will also feature a variety of craft beer, wine, classic cocktails and new creations unique to the Kitchen and Bar. The first location is scheduled to open in Lethbridge at the end of April 2012, quickly followed by locations in Winnipeg and Red Deer.

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About FranWorks Group of Companies

FranWorks Group of Companies (FranWorks) is a multi-brand restaurant, hospitality, retail and related services company, based in Calgary, Alberta. Since its launch in 2000, FranWorks has evolved from franchise consulting to owning and operating concepts and brands that fill market niches in the food service, hospitality and retail sectors, through both corporate-owned and franchise growth models. FranWorks’ brands include Original Joe’s Restaurant and Bar, Elephant & Castle and a new restaurant concept, State & Main. FranWorks also owns a retail/restaurant construction company. For more information, please visit www.franworks.com.

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