



About Times Grill

Founded in 1994, Times Grill is a family-oriented, casual dining restaurant known for having more than 20 specialty burgers. All of the restaurant's burger patties are hand made daily, and the burgers are chargrilled and made-to-order.

Kelly Harris became involved with Times Grill in 2006. Harris was attracted to the growth potential of the concept and jumped at the chance to head up Times Grill as the chief empowerment officer (CEO).

He brings more than 30 years of restaurant experience to Times Grill, including 10 years spent as the chief operations officer of Firehouse Restaurant Group, Inc.

His values have inspired him to develop a work environment that empowers the Times Grill staff. The ideal teammate at Times Grill is courageous, competitive, responsible, respectful, goal driven, optimistic and seeks personal development.

The "teammates" at Times Grill are empowered to tend to all guest needs without consulting a manager. Teammate titles such as service managers for waiters and waitresses and grill team for line cooks reflect the true relevance of all positions in creating the perfect hospitality environment.

Currently, there are four Times Grill locations throughout Louisiana in Mandeville, Slidell, and two in Baton Rouge. The restaurant began expanding into Florida in 2007 with its Jacksonville location, which opened in early May and the Pensacola location opened in August. Two more stores in Jacksonville will open by early 2008.

Times Grill's Menu

Times Grill is known for its world famous hamburgers. All burger patties are hand made daily, chargrilled and cooked-to-order. Its specialty burger, the Times Burger®, is a half-pound patty that can be customized with seven different

choices of cheeses including American, cheddar, Swiss, provolone, blue, feta or pepperjack. All of the restaurant's chargrilled burgers are served with lettuce, tomato, pickle and a choice of french fries or the Times potato salad.

Other notable burgers include the Cajun Sunset™, seasoned with Creole spices and topped with a pan-fried egg; the Goldburger™, basted in barbeque sauce and topped with melted pepperjack cheese and covered with onion slabs; All Jacked Up!™, a guest favorite topped with sweet grilled onions and spicy jack cheese; and the one-and-a-half pound Wall of Fame Burger, which offers guests a spot on the Times Grill Wall of Fame if they can finish it.

Times Grill's menu also includes appetizers, soups, salads, sandwiches, wraps, entrees, desserts, old-fashioned malts, shakes and floats, as well as a full bar for its guests.

The menu in each Times Grill location represents the culture of its city. For example, the Pensacola menu features a timeline with the city's historic dates and landmarks.

Executives

Shearn Lemoine – Founder and Chief Burger Officer (CBO)

Shearn Lemoine has been in the restaurant industry since age 14. For 10 years he worked various front-of-house positions, from dishwasher to bar manager, until he realized that he was meant to open his own restaurant.

Lemoine, who holds a bachelor's in finance from LSU, was inspired to start his own restaurant concept after noticing the need for a late-night grill to support the Louisiana bars, which stay open until 4 a.m.

Lemoine opened up the Mandeville location in 1994, followed by the Slidell location in 2001 and two locations in Baton Rouge in 2006.

In 2006 Lemoine partnered with Kelly Harris and Linver Leffel to create Times Grill Restaurant Group. He serves as the chief burger officer for Times Grill. The business union has helped expedite the growth of the casual dining chain.

In 2007 Times Grill entered the Florida market, opening locations in Jacksonville and Pensacola. Lemoine is excited about expanding Times Grill and transforming it into the premier family restaurant of the Southeast.

Aside from being a restaurateur, Lemoine considers himself an outdoorsman and enjoys hunting, fishing and gardening.

Kelly Harris – Chief Empowerment Officer (CEO)

Kelly Harris comes to Times Grill with more than 30 years of restaurant experience under his belt.

Harris got his start in the restaurant industry at age 16. He worked various positions, ranging from cook to bartender, until he graduated from Nichols College in 1978 with a bachelor's degree in accounting. After graduating, Harris began a career in management with Denny Moran's.

Two years later he joined Quincy's Family Steak House part of the Spartan Food Systems. During his 16 year tenure he was promoted through the ranks until he received the distinction of being named region leader, where he oversaw 58 units in the Southeast region.

Upon leaving Spartan Food Systems, Harris spent 10 years as chief operations officer and partner of Firehouse Restaurant Group, Inc., owner of Firehouse Subs.

Harris formed the Times Grill team in 2006. As the Chief Empowerment Officer, Harris has instilled the brand with his ethics and values. His passion for excellence and respect for others has played an integral role in creating a workplace where all employees are valued and empowered.

When he's not focusing on the restaurants, Harris maintains an interest in philanthropic pursuits. Over the years he has held numerous positions in local non-profit organizations. Currently, he serves as board president for the Fellowship of Christian Athletes in Northeast Florida.

Linver Leffel – Partner and Franchise Owner of Times Grill

Florida native Linver Leffel has more than 30 years of experience in the restaurant industry. A graduate of Pensacola's Pace High School, Leffel recently opened his first Times Grill location in his hometown.

Leffel received his bachelor's degree in business from the University of Western Illinois. Since Leffel's youth, he knew that his life's passion lay in restaurants.

In 2006, he met with Times Grill founder Shearn Lemoine and Kelly Harris and formed Times Grill Restaurant Group. Leffel was attracted to the concept because of the food quality, fun atmosphere and Lemoine's passion and enthusiasm for the brand.

Leffel plans on developing the Times Grill concept and opening more locations throughout Florida. He also remains involved with Firehouse Subs as a franchisee.

Leffel is a self-proclaimed "family man" who dotes upon his five children and his wife, Nicci. In his spare time he enjoys boating, sports, traveling and working with such organizations such as Make-A-Wish and Habitat for Humanity.

Jack Dunsmoor – Vice President of Operations

Jack Dunsmoor a New Jersey native began working in the restaurant industry as a dishwasher for Quincy's Family Steak House in 1974. After graduating from the

University of South Carolina in 1979, Dunsmoor moved into a management position in the restaurant. This is when he first crossed paths with Kelly Harris.

By 1983 Dunsmoor was promoted to a region leader, where he oversaw 38 Quincy's locations in the Southeast. A decade later, he was responsible for 218 units as the director of concept development.

Dunsmoor left Quincy's in 1993 to open Creative Restaurant Group, Inc., which operated several restaurants, a grocery store and a catering service.

He sold his share of Creative Restaurant Group in 2002 to rejoin Harris as vice president of operations for Firehouse Restaurant Group, Inc.

In the summer of 2006, Dunsmoor again joined Harris as the vice president of operations. He looks forward to introducing guests to Times Grill's flavorful comfort food and inviting atmosphere.

Outside of work, Dunsmoor enjoys spending time with his family, playing golf and fishing. He is actively involved in his local church and in hospice programs.

BURGER FACTS

- 🍔 People have been consuming burger patties since the time of Genghis Khan!
- 🍔 Burger steak was considered a delicacy in 1834, with some restaurants charging as much as ten cents.
- 🍔 In 1885, the hamburger sandwich was said to be invented when 15-year-old Charlie Nagreen from Seymour, Wisconsin sold hamburger from an ox drawn wagon at the Outagamie County Fair. The hamburger was placed between slices of white bread so that people could eat while they strolled the fairgrounds. He continued to sell the hamburger sandwiches at the fair for the next 65 years.
- 🍔 The average American eats three burgers a week.
- 🍔 Americans consume more than 14 billion burgers a year.
- 🍔 Restaurants sell more burgers on Saturday than any other day of the week.
- 🍔 May is National Hamburger Month.
- 🍔 June is the biggest month for burger sales, with nearly 800 million ordered.
- 🍔 More than seven out of every ten burgers sold are ordered with cheese.
- 🍔 Burgers are the most popular grilled food.
- 🍔 The record for the largest hamburger is held by Rutland, North Dakota. In 1982 the town made the World's Largest Hamburger, 3,591 pounds, which was consumed by some 8,000 people.
- 🍔 Times Grill hand-makes 300 burger patties each day for each restaurant. That's over 150 pounds of meat!
- 🍔 Hyperion, one of the smaller moons of Saturn, is shaped like a hamburger patty.

FACT SHEET

Founder and
Chief Burger Officer: Shearn Lemoine

Chief Empowerment Officer: Kelly Harris

Partner and Franchise Owner: Linver Leffel

VP of Operations: Jack Dunsmoor

Location: **Times Grill – Mandeville**
1896 North Causeway Blvd.
Mandeville, LA 70471
985.626.1161

Times Grill – Slidell
1827 Front Street
Slidell, LA 70458
985.639.3335

Times Grill – Baton Rouge
15130 Market Street
Baton Rouge, LA 70817
225.752.7775

Times Grill – Baton Rouge
5207 Essen Lane
Baton Rouge, LA 70817
225.767.3339

Times Grill – Jacksonville
10915 Baymeadows Road
Jacksonville, FL 32256
904.674.2606

Times Grill – Pensacola
204 E. Nine Mile Rd.
Pensacola, FL 32534
850.478.0139

Square Feet: 4,000 - 4,200

Number of Seats: 150 - 200

Average Guest Check: \$10

Smoking or Non-Smoking:	Non-smoking
Franchise Fee:	\$40,000 per location
About the Restaurant:	Founded in 1994, Times Grill is a family-oriented, casual dining restaurant known for having more than 20 specialty burgers.
Hours of Operation:	Sunday through Thursday: 11:00 a.m. - 10:00 p.m. Friday and Saturday: 11:00 a.m. - 11:00 p.m.
Number of Employees:	Approximately 60 per location
Web Site:	www.timesgrill.com
Media Contact:	Rachel Zall <u>Quantified Marketing Group</u> Phone: (407) 936-1010 x110 Cell: (954) 632-1200 rzall@quantifiedmarketing.com