



NEWS RELEASE

Pretzelmaker to Open 25 Units in Canada

10/11/2023

Original Pretzel Bite Franchise Expands Canadian Footprint

LOS ANGELES, Oct. 11, 2023 (GLOBE NEWSWIRE) -- **FAT (Fresh. Authentic. Tasty.) Brands Inc.**, parent company of Pretzelmaker and 17 other restaurant concepts, announces a development deal to open 25 new franchised locations in Canada in partnership with Canadian Cookie Enterprises, Inc. The Pretzelmaker locations will open throughout the country over the next 10 years.

"Canadian Cookie Enterprises, Inc. has proven to be an integral expansion partner for Pretzelmaker in Canada throughout the past two decades," said Taylor Wiederhorn, Chief Development Officer of FAT Brands. "Building on their existing footprint of 52 Canadian units, we are pleased to finalize a new development agreement to build 25 additional locations throughout the country. This growth underscores our dedication to international growth as we continue to scale the Pretzelmaker brand."

Since getting its start in 1991 as a single pretzel stand, fans have loved snacking on fresh-baked, hand-rolled Pretzel Bites and sipping on fresh-squeezed, all-natural lemonade.

For more information on Pretzelmaker, visit www.pretzelmaker.com.

###

About FAT (Fresh. Authentic. Tasty.) Brands

FAT Brands (NASDAQ: FAT) is a leading global franchising company that strategically acquires, markets, and



develops fast casual, quick-service, casual dining, and polished casual dining concepts around the world. The Company currently owns 18 restaurant brands: Round Table Pizza, Fatburger, Marble Slab Creamery, Johnny Rockets, Fazoli's, Twin Peaks, Great American Cookies, Hot Dog on a Stick, Buffalo's Cafe & Express, Hurricane Grill & Wings, Pretzelmaker, Elevation Burger, Smokey Bones, Native Grill & Wings, Yalla Mediterranean and Ponderosa and Bonanza Steakhouses, and franchises and owns over 2,300 units worldwide. For more information on FAT Brands, please visit www.fatbrands.com.

About Pretzelmaker®

Since its first stand opened in 1991, Pretzelmaker has been the home of Bite-Sized Fun and Full-Sized Flavor. Best known as the innovator of Pretzel Bites, fresh goes into Pretzelmaker's entire philosophy - from hand-rolled snacks to all-natural lemonade. Whether swinging by to grab a to-go order or having a sit-down meal, Pretzelmaker is where joy gets made. Pretzelmaker has grown into the second-largest soft pretzel concept in the U.S., with over 280 locations worldwide, and continues to innovate with breakfast, late-night and standalone drive-thru concepts. For more information, visit www.pretzelmaker.com.

Forward Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, including statements relating to the timing and performance of new store openings. Forward-looking statements reflect expectations of FAT Brands Inc. ("we", "our" or the "Company") concerning the future and are subject to significant business, economic and competitive risks, uncertainties and contingencies. These factors are difficult to predict and beyond our control, and could cause our actual results to differ materially from those expressed or implied in such forward-looking statements. We refer you to the documents that we file from time to time with the Securities and Exchange Commission, such as our reports on Form 10-K, Form 10-Q and Form 8-K, for a discussion of these and other factors. We undertake no obligation to update any forward-looking statement to reflect events or circumstances occurring after the date of this press release.

MEDIA CONTACT:

Ali Lloyd, FAT Brands

alloyd@fatbrands.com

435-760-6168

Source: FAT Brands Inc.