

Food Courts
Restaurants
Co-Branding
Food Services
QSR's
Regional Expansion Programs



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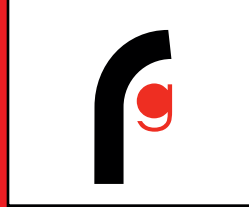
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fiedlergroup.com



A Legacy of Success



Tasty times for the food service industry.

It's unlikely that the food service industry will ever be hungry for business. According to the National Restaurant Association, growth within the restaurant and food service industry is expected to continue based upon a positive economic environment, increased personal disposable income and customers' need for convenience. Employment within the both industries is expected to reach 13.5 million people by 2014, representing 1.5 million more jobs than in 2004.

Sales at full-service restaurants are forecast to grow by 6.4% to \$157.9 billion in 2004. During the same period, sales at quick service restaurants are forecast to increase 3.9% totaling \$123.9 billion.

As restaurant and foodservice companies expand operations into new regional markets, Fiedler Group is the company they rely on when fast-track market presence is required. Specializing in multi-unit program design, management and rollout, Fiedler Group provides cost-effective solutions to streamline time-to-market and ensure maximum brand impact.

Our industry history is unmatched.

Established in 1957, Fiedler Group, formerly Fred Fiedler and Associates, provides premier architectural and engineering services to the restaurant and food service industries.

Founded by Fred Fiedler, former Manager of Engineering and Construction at Union Oil Company, Fiedler Group has become a leading architectural, engineering, planning and program management firm serving the Western U.S. As demand for new restaurant and food service capacity increases, Fiedler Group is the company industry relies upon for fast-track quality-design work, expedient securing of regulatory approvals and overall planning and management for individual projects or entire multi-unit programs.

Fiedler Group maintains three offices throughout California (Concord, Irvine & Los Angeles) in addition to temporary project offices. The company's proximity



and track record of success in markets where restaurant and food service demand is forecast to increase makes Fiedler Group an ideal resource for your business.

Fiedler specializes in the following areas:

Food Service/Restaurants

- Full Service/Traditional
- Quick Service/QSR
- Co-Brand
- Food Court
- Convenience Stores
- Travel Centers
- Truck Stops
- Prototypical Design Development / Maintenance
- Site Adaptation
- ADA Compliance
- Regional Expansion Programs

Comprehensive Services.

Fiedler Group is comprised of a multi-disciplined staff providing a comprehensive range of professional services to guide your project from vision to reality. Selected areas of expertise include:

- Feasibility Studies
- Permit and Entitlement Services
- Architectural Design
- Civil Engineering
- Mechanical, Electrical & Plumbing Design (MEP)
- Landscape Architecture
- Value Engineering
- Project / Program Management
- Bid and Procurement Services
- Construction Management

Insight, Knowledge, Experience.

When you partner with Fiedler Group, you're working with Project Managers and Principals who have years of experience in your industry. We take the time to understand your particular needs and treat your project as if it were our own. It's this "hands-on" attention that differentiates Fiedler Group from the competition. We also maintain solid relationships with hundreds of county and municipal contacts to ensure fast and efficient planning and building permit acquisition.



Innovative Technology.

At Fiedler Group, we understand that technology is crucial to managing complex projects and programs. Properly utilized, it can speed design, expedite permit approvals, manage capital requirements and facilitate effective program management. To that end, Fiedler Group has developed a customizable software application called "PTS" (Project Tracking System) that allows for precise management of financial, schedule and permitting information at both the project and program level. Our clients may access their specific program information via secure Internet access. Combine this with three-dimensional design, smart drawings, computer-aided facilities management and project modeling and you have complete control of your project.

We serve the best in the business.

At Fiedler Group, we are privileged to count clients from within the Fortune Global 500 in addition to small companies and individual entrepreneurs. Our client list includes industry leaders from petroleum companies and food service retailers to restaurant chains and government agencies. We create value and assist our clients in identifying and capitalizing on their most important business opportunities through our industry knowledge, service offerings and insight into existing and emerging technologies. We believe it's important to understand your business objectives, your project's unique goals, and your vision of success.

Our commitment.

Fiedler Group remains committed to offering architectural, engineering, planning and project management services of outstanding value. We understand that our success is dependent on that of our clients. Thus, we continue to assemble the finest professional staff and pertinent technology to insure our client's vision becomes a reality.

