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# About Señor Frog's

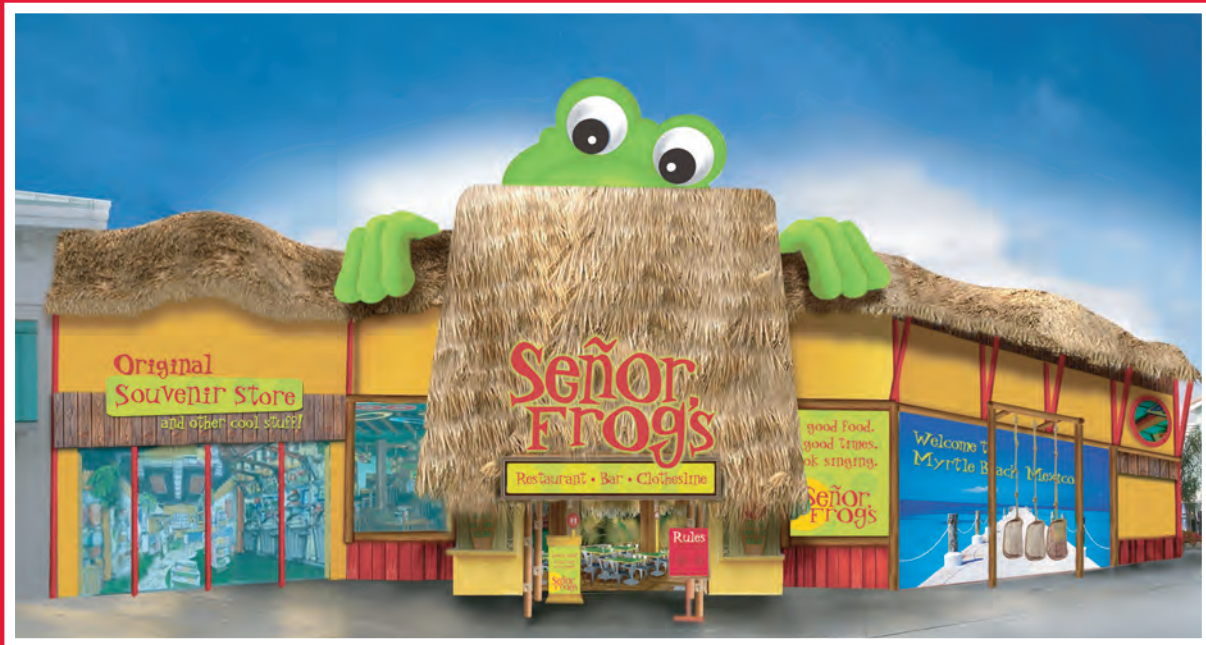
Señor Frog's, world-renowned for its energetic party atmosphere, is Grupo Anderson's flagship brand. With an "anything goes" attitude, Señor Frog's is famous (or perhaps infamous) for its nightly interactive entertainment and daring contests, encouraging spontaneous behavior and providing an atmosphere where guests can expect the unexpected. And yes, dancing on the bar is not only allowed, but encouraged.

Señor Frog's is open daily for lunch and dinner, (if you stay until closing time, you can even have a really, really early breakfast) and serves a variety of items with unique hints of Mexican authenticity, such as the Beef Chapata, a Mexican version of a Philly Cheese Steak; the Aqua Tacos, lettuce wraps filled with a cactus chicken salad and topped with tomatillo sauce and guacamole; and the Molcajete, a cactus mixture topped with thin slices beef and chicken, served in a steaming hot lava rock.

There are currently 14 Señor Frog's located throughout Mexico and the Western Caribbean. This year, Grupo Anderson's will be making its debut into the United States (we just got our Green Card), with grand openings scheduled in Myrtle Beach, Honolulu and Las Vegas. Projected sales for each location are between \$8 million and \$20 million, based on the sales volumes of existing Señor Frog's locations.

The logo for Señor Frog's, featuring the brand name in a stylized, white, serif font. The word "Señor" is positioned above "Frog's", and a registered trademark symbol (®) is located at the bottom right of the "s" in "Frog's".

Señor  
Frog's®



# Señor Frog's Locations

½ Señor Frog's Cozumel  
GM: Jose Pedraza  
Phone: 52-987-869-1646

Señor Frog's Myrtle Beach  
GM: Alex Schoer  
Phone: 843-444-5506

Señor Frog's Acapulco  
GM: Roberto Serna  
Phone: 52-744-446-5734

Señor Frog's Puerto Rico  
GM: Carlos Gonzalez  
Phone: 787-977-4142

Señor Frog's Cozumel  
GM: Demian Jimenez  
Phone: 52-987-869-1650

Señor Frog's Grand Cayman  
GM: Arturo Salas  
OPENING SUMMER 2005!

Señor Frog's Puerto Vallarta  
GM: Gerardo Martinez  
Phone: 52-322-222-5177

Señor Frog's Isla Margarita  
GM: Jose Arce  
Phone: 58-414-792-7531

Señor Frog's Cancun  
GM: Tonatiuh Riso  
Phone: 52-998-883-1092

Señor Frog's Playa del Carmen  
GM: Andres Bahnsen  
Phone: 52-984-873-0931

Señor Frog's Morelia  
GM: Hector Martinez  
Phone: 52-443-315-3678

Señor Frog's Mazatlan  
GM: Humberto Juarez  
Phone: 52-669-985-1110

Señor Frog's Ixtapa  
GM: Mathew Perez  
Phone: 52-755-553-2282

Señor Frog's Bahamas  
GM: Arturo Salas  
Phone: 242-323-1777



## **About Grupo Anderson's**

**Grupo Anderson's, the parent company of Señor Frog's, was founded in 1963 and has since grown to be Mexico's largest and most reputable restaurant company. Guided by the good-natured humor and steadfast philosophies of its founder, Carlos Anderson, the company has experienced tremendous growth and continues to expand throughout Mexico, South America and the Caribbean.**

**Based in Cancun, Grupo Anderson's has developed several successful restaurant concepts, including Carlos'n Charlie's and Señor Frog's - names that are recognized worldwide today. Other brands include El Tumbaburros, El Shrimp Bucket, Mama Roma, Come 'n Eat, So Good, and Glazz, an upscale Asian restaurant and ultra lounge in Cancun.**

## Executive Profile



### **David Krouham** *President/Chief Executive Officer*

Born and raised in Mexico City, David Krouham's first experience in the restaurant industry took place at age 20, (yeah, we know, that's not even legal drinking age here in America) when he owned and operated El Manotas, a taqueria that was open for only six months.

Soon after, David met Carlos Anderson, who taught him many important life-lessons, including the advice that "you don't necessarily need money to make money." He also taught him a few funny bar jokes, but that's another story. Upon joining Grupo Anderson's, David was instrumental in bringing its flagship brand, Señor Frog's, to Cancun, a location that opened with a \$100,000 investment and is now one of Grupo Anderson's most successful. This

Señor Frog's pioneered the concept as it is known today – with the introduction of Reggae music, live, interactive entertainment, and the famous take-home Plastic Yard Glass. Yeah, Señor Frog's invented the ever popular Yard Glass. You learn something important every day.



David has now been a part of Grupo Anderson's for nearly 20 years. After holding a variety of management positions within the company, he became president/CEO of Grupo Anderson's in 1996. With a focus on guest satisfaction, David is a simple and humble leader, presenting every opportunity for his partners and employees to grow professionally and personally within the company.

**He's even been known to give his employees helpful tips on how to do the funky chicken dance – now that's a company man.**

## Executive Profile



### **Jorge Camino** *Chief Operating Officer*

Jorge Camino, Grupo Anderson's Chief Operating Officer, was also born and raised in Mexico City and has an extensive background in the restaurant industry, including a joint venture with McDonald's Corporation in which he developed Mexico's southeast market.

Although he has not previously held positions within Grupo Anderson's, Jorge became familiar with its concepts at a young age and has always been a great customer. Upon meeting and befriending David Krouham, Jorge was quite impressed with the company's philosophy and work ethic, noticing an uncommonly strong bond between the partners and employees of Grupo Anderson's. He was also impressed with David's funky chicken dance and one day hopes to be able to rip up the dance floor like him.

Overseeing the company's operations, Jorge works to maintain a consistency in the day-to-day systems and procedures within each concept. He has been the organizational force behind the strategic planning processes of the corporate office as well, implementing ways to improve efficiency while maintaining the company's naturally simplistic approach to conducting business. He also makes sure the fun is always there, kind of like a chief-fun-officer, if that's even a title.

**“The environment at Grupo Anderson's is unlike that of any other corporation,” said Jorge. “We approach every situation honestly and realistically, embracing every challenge and opportunity as it is presented.”**



### **Jorge Hinojosa** *Director of Development*

As Director of Development, Jorge Hinojosa is responsible for implementing Grupo Anderson's growth strategies as its concepts expand throughout Mexico, the Caribbean, South America and the United States. As you can guess, Jorge accumulates a lot of airline miles, which he plans to use one day for a long overdue vacation. Jorge also leads the development of new concepts and played a key role in the creation of El Tumbaburros, among other Grupo Anderson's brands.

Jorge was raised in Mazatlan, home to the original Señor Frog's and El Shrimp Bucket, and became involved with Grupo Anderson's at age 21 as a Señor Frog's waiter. Three years later, he became a partner in the opening of a Señor Frog's in Monterrey and was subsequently hired to direct the openings of many new Grupo Anderson's locations, including Señor Frog's in Madrid, Barcelona, London, Puerto Rico, the Bahamas and more. Notice a trend here? Jorge doesn't travel to cold weather places. He doesn't even own a jacket.

In this position, Jorge has dedicated his life to the success of Grupo Anderson's, and his passion is clearly seen in the development of every new location.

**“What excites me more than anything is developing a new concept and seeing the end result,” said Jorge. “We are very excited to be introducing Señor Frog's to the United States this year, and we are confident that the concept will be embraced by each market.”**

# Fact Sheet



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|--|---|
| <b>2005 Expansion Investment</b>       | \$25 million  |
| <b>2004 Average Unit Volume (AUV)</b>  | \$5 million   |
| <b>Projected U.S. AUV</b>              | \$8 – 20 million  |
| <b>Average Check</b>                   | Lunch: \$12 – 15<br>Dinner: \$20 – 25   |
| <b>2004 Corporate Systemwide Sales</b> | \$94 million  |
| <b>2005 Projected Systemwide Sales</b> | \$100 million   |
| <b>Señor Frog's Website</b>            | <a href="http://www.senorfrogs.com">www.senorfrogs.com</a>  |
| <b>Grupo Anderson's Website</b>        | <a href="http://www.grupoandersons.com">www.grupoandersons.com</a>  |
| <b>Corporate Headquarters</b>          | Bld. Kukulcan Plaza la Isla T-I Local 5<br>Zona Hotelera<br>77500 Cancún, Quintana Roo, Mexico<br>Phone: (52) 998 883 17 22<br>Fax:: (52) 998 883 17 11                                       |
| <b>Media Contact</b>                   | Ashley Hallmark<br>Quantified Marketing Group<br><a href="mailto:ahallmark@quantifiedmarketing.com">ahallmark@quantifiedmarketing.com</a><br>Office: (407) 936-1010<br>Mobile: (321) 663-1209 |





# Top 10 Story Ideas

1. **Mexico's largest restaurant company, Grupo Anderson's, comes to the U.S.**
2. **Señor Frog's hops into major U.S. tourist markets with openings in Myrtle Beach, Honolulu and Las Vegas**
3. **Señor Frog's Myrtle Beach opens in June with 'Frog's Falling from the Sky'**
4. **Señor Frog's and the American Heart Association break the Guinness World Record for the 'Largest Pair of Underpants'**
5. **The Longest Yard – a brief history of the 'World Famoso' plastic Yard Glass**
6. **Señor Frog's introduces a new menu with an authentic Mexican-Caribbean twist**
7. **Opening a Restaurant in the U.S. – Adjusting to the differences between operating a restaurant in Mexico and in the U.S.**
8. **The Señor Frog's experience – Friends don't let friends eat at boring restaurants**
9. **History of Grupo Anderson's – How the company revolutionized Mexico's restaurant industry**
10. **Menu Item Focus: Eating Cactus?**

# Press Releases

*For Immediate Release*  
*June 13, 2005*



## Can Frogs Fly?

### Frogs are 'Falling from the Sky' as Señor Frog's Opens in Myrtle Beach

Señor Frog's, known throughout Mexico and the Caribbean for its spontaneous and interactive entertainment, is staying true to its 'World Famoso' reputation with the opening of its first U.S. location in Myrtle Beach, South Carolina.

**Myrtle Beach, SC** – On June 14th and 15th, Señor Frog's will kick off its official Grand Opening Celebration with Skydiving Stunt Frogs and the unveiling of the World's Largest Pair of Underpants – yes, you read that correctly.

Señor Frog's, owned and operated by Mexico's largest restaurant company, Grupo Anderson's, will be located at Myrtle Beach's Broadway at the Beach and is the first corporately-owned location in the United States. Boasting a total of 13,000 square feet of dining space, two bars and a large lakeside patio, the restaurant seats approximately 400 – with much more room for dancing!

The official Grand Opening Celebration will begin on Tuesday, June 14 at 6 p.m. with "Frogs Falling from the Sky," followed by an evening of non-stop entertainment, featuring live performances by Pantasia Steel Drum Band. Señor Frog's will also proudly introduce its world-renowned Mexican-style of hospitality, with interactive contests and outrageous performances throughout the night.

On Wednesday, June 15, Señor Frog's will attempt to break the Guinness World Record for the World's Largest Pair of Underpants at a Sock Hop event to benefit the American Heart Association. At a cost of \$25 per person, guests will receive two complimentary drinks, free appetizers and a pair of Señor Frog's "Hop Socks." The event, which is open to the public, will also feature 50s and 60s music by Gary Roland and The Landsharks Band, a Florida-based group known for its high-energy performances and audience interaction.

Following the event, the World's Largest Underpants will be auctioned off, and the additional proceeds will also directly benefit the American Heart Association. Señor Frog's Myrtle Beach opened for regular hours of operation on Tuesday, June 7. Serving lunch and dinner, the new menu includes a variety of traditional items with a "Mexican twist," such as the Aqua Tacos – Mexican lettuce wraps, and the Arrachera Torta – a Mexican version of the Philly Cheese Steak.

Following the opening in Myrtle Beach, Señor Frog's is scheduled to open in Honolulu, Hawaii and Las Vegas, Nevada.

## Press Releases

*For Immediate Release*  
*May 3, 2005*



## The Longest "Yard"

Señor Frog's stretches the limits of recreation and refreshment with this elongated invention, which has spread in popularity throughout the world.

**Cancun, Quintana Roo, Mexico** – Small ideas often yield great results. Don't believe it? Just ask Señor Frog's, the Cancun landmark known around the world for its "anything goes" attitude.

In 1989, the restaurant's Cancun location introduced the take-home "Yard Glass" of beer. Sure, nearly 16 inches (40 centimeters) in height, the item isn't exactly considered "small," not comparatively speaking at least. But David Krouham, who spearheaded the Cancun restaurant's opening (on a budget of only \$100,000) and soon after invented and added the "Yard Glass" to the menu, believed the novelty would fit well with the establishment's repertoire of nonstop activities, nightly musical entertainment and finger-friendly food.



Sure enough, he was right. Sixteen years later, the "Yard Glass" remains one of the chain's most popular items, Señor Frog's Cancun has garnered a reputation as a world-class fun spot, and David Krouham has become the CEO of Grupo Anderson's, the parent company of Señor Frog's. If that weren't enough, the glass itself has spawned so many imitators that versions of it can be seen at festivals and theme restaurants everywhere around the world.

Señor Frog's, owned and operated by Grupo Anderson's, Mexico's largest and most recognized restaurant company, opened its first restaurant in Mazatlan in 1969. Twenty years later, the concept was brought to Cancun, the chain's most successful locale, and the site attributed with, among other things, the introduction of Reggae music and karaoke to Mexico.

There are currently 14 Señor Frog's throughout Mexico and the Western Caribbean. This summer, Señor Frog's plans to open its first U.S. locations in Myrtle Beach's "Broadway at the Beach," followed by openings in Honolulu and Las Vegas.

Guided by the philosophy and inspiration of its founder, Carlos Anderson, the formation of Grupo Anderson's began in 1963 and has since grown to be Mexico's largest restaurant company. Other Grupo Anderson's concepts include Carlos'n Charlie's, Carlos O'Brian's, El Shrimp Bucket, El Tumbaburros, Mamá Roma, Come'n Eat, Squid Roe and Glazz, an upscale Asian restaurant in Cancun

## Press Releases

*For Immediate Release*  
*March 18, 2005*



## Señor Frog's Hops into U.S. Tourist Markets

Señor Frog's, the flagship brand of Mexico's largest restaurant company, will target major U.S. tourist destinations with three openings this year.

**Cancun, Quintana Roo, Mexico** – Señor Frog's, world-renowned for its energetic party atmosphere, is making an official stateside debut this year, targeting major U.S. tourist destinations.

Owned and operated by Grupo Anderson's, Señor Frog's is popular among tourists of all ages. Its "anything goes" attitude engages guests with interactive entertainment, encouraging spontaneous, unplanned behavior and allowing a temporary escape from reality that often leads to on-stage contests, karaoke and bar-top dancing. "I am very excited to introduce our most successful concept to the United States," said Jorge Hinojosa, director of development for Grupo Anderson's. "Señor Frog's has a high level of energy and ongoing entertainment that will introduce something different to these markets, and I am confident that they will see as much success as our existing locations."

Señor Frog's observes family-friendly hours and is open daily for lunch and dinner. The menu includes a variety of items with unique hints of Mexican authenticity, such as the Spinach Mushroom Burrito, the Mexican Fettuccini and the Beef Chapata, a Mexican version of a Philly Cheese Steak. The original Señor Frog's opened in Mazatlan in 1969. Twenty years later, the concept was brought to Cancun, which became its most successful location with the invention of take-home "Yard Glass" and the introduction of Reggae music and karaoke to Mexico. There are currently 14 Señor Frog's throughout Mexico and the Western Caribbean, in addition to a Grand Cayman location scheduled to open this summer.

Guided by the philosophy and inspiration of founder, Carlos Anderson, Grupo Anderson's was founded in 1963 and has since grown to be Mexico's largest restaurant company, with more than 50 establishments worldwide. Other

Grupo Anderson's concepts include Carlos 'n Charlie's, Carlos O'Brian's, El Shrimp Bucket, El Tumbaburros, Mama Roma, Come 'n Eat, Squid Roe and Glazz, an upscale Asian restaurant in Cancun.



The first U.S. Señor Frog's location is scheduled to open in Myrtle Beach's "Broadway at the Beach" this summer, followed by openings in Honolulu and Las Vegas toward the end of the year. The U.S. expansion will continue through 2006; however, information about specific locations has not yet been released.

## Press Releases

*For Immediate Release  
March 10, 2005*



# Mexico's Largest Restaurant Company Unveils Flagship Brand in the U.S. This Year

Grupo Anderson's, Mexico's largest and most successful restaurant company, is making its debut into the U.S. this year with the introduction of its flagship brand, Señor Frog's.

**Cancun, Quintana Roo, Mexico** – With locations scheduled to open in Myrtle Beach, Honolulu and Las Vegas, Grupo Anderson's will introduce Señor Frog's to some of the top tourist destinations in the United States in 2005.

Based in Cancun, Mexico, Grupo Anderson's was founded in 1963 and has since grown to be Mexico's largest restaurant company, with more than 50 establishments worldwide, including 14 Señor Frog's locations throughout Mexico and the Western Caribbean. Other brands include Carlos 'n Charlie's, Carlos O'Brian's, El Shrimp Bucket, El Tumbaburras, Mama Roma, Come 'n Eat, Squid Roe and Glazz, an upscale Asian restaurant in Cancun. With approximately 3,500 employees, Grupo Anderson's 2004 sales totaled approximately \$94 million system-wide; this year, the company has projected that total to increase to \$100 million.

With a \$25 million investment (\$9.5 million this year), the initial U.S. expansion plan emphasizes the opening of single-unit locations in high-volume, tourist-driven markets. The restaurant company's officials project that each store will generate \$8-\$20 million in annual sales – mirroring figures of their existing locations in Mexico and the Caribbean, which yield an average of \$5 million in sales per unit.

"I am very excited to introduce our most successful concept to a market with such great growth potential," said Jorge Hinojosa, director of development for Grupo Anderson's. "The biggest challenge will be to adapt to these markets while maintaining the overall energy of the Señor Frog's concept, but I am confident that the U.S. will embrace it as other markets have."

The Señor Frog's is known worldwide for its fun, energetic and casual atmosphere, engaging guests with interactive entertainment and encouraging spontaneous, unplanned behavior. Open for lunch and dinner, the menu will include a variety of items with unique hints of Mexican authenticity.

The first U.S. Señor Frog's location is scheduled to open in Myrtle Beach's "Broadway at the Beach" this Summer.

