

*Carlos'nCharlie's*

# Press Kit

**(PLAY LOUD!)**



**GRUPO ANDERSON'S**

DESDE 1963  
"AL OJO DEL AMO..."



[www.carlosandcharlies.com](http://www.carlosandcharlies.com)

### About Carlos'n Charlie's

Carlos'n Charlie's is a family-friendly, 100% Mexican restaurant, where the genuine personality and subtle humor of Grupo Anderson's founder, Carlos Anderson, is apparent in every detail. In a laid-back, casual setting, guests are free to do as they please as they are entertained by their surroundings - dancing on chairs, comical skit performances, singing and more. The servers work as a team, paying close attention to detail and entertaining guests individually to ensure that each person leaves with an unforgettable memory of the restaurant.

Carlos'n Charlie's does not strive to be a themed restaurant, and it is not perceived as one. What makes Carlos'n Charlie's different from most restaurants is that it not only sells authentic food and drink, but it also offers a priceless and memorable dining experience.

Carlos'n Charlie's is a timeless restaurant that people of all ages will continue to enjoy for years to come.

### About Grupo Anderson's

Since it was founded in 1963, Grupo Anderson's has 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, the Caribbean and the United States. With a total of more than 50 restaurants, Grupo Anderson's has developed several successful restaurant concepts, including Carlos 'n Charlie's and Señor Frog's - names that are recognized world-wide today.



World famous



## Corporate Executive Profiles

### **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, 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." Upon joining Grupo Anderson's, David was instrumental in bringing its flagship brand, Señor Frog's, to Cancun, a restaurant and bar that opened with a \$100,000 investment and is now one of Grupo Anderson's most successful locations.

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.

### **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.

Overseeing the company's operations, Jorge works to maintain 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.

"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. Jorge also leads the development of new concepts and played a key role in the creation of El Tumbaburras, 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.

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 an idea for a new concept, working through the development process, and then finally seeing the end result," said Jorge.

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**Daniel Ibarra,  
Director of Information  
Technology**

Daniel Ibarra, Director of Information Technology, oversees the maintenance of all technology systems within Grupo Anderson's. With an extensive background in the restaurant industry that includes almost every position in Grupo Anderson's restaurants, Daniel also previously acted as an Operations Consultant and is currently a member of the Board of Directors.

As IT Director, Daniel led the creation of the "Huacales" production system, a project that has successfully guaranteed standard food preparation in all of the Grupo Anderson's restaurants for the past 13 years.

"Through the creation of websites and other interactive materials, I have left my mark on Grupo Anderson's," said Daniel. "It's exciting to know that my work will always be reflected in the concepts of this successful restaurant group."

For more information:  
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# Carlos'n Charlie's

## Fact Sheet

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2005 Average Unit Volume	\$5.6 Million
Average Check	\$22.50
Number of Locations	14
Other Grupo Anderson's Concepts	Señor Frog's; El Shrimp Bucket; Glazz Restaurant & Ultra Lounge; El Tumbaburros; Come 'n Eat; Mama Roma; So Good!
2005 Systemwide Sales	\$105 million
2006 Projected Systemwide Sales	\$112 million
Carlos 'n Charlie's Website	<a href="http://www.carlosandcharlies.com">www.carlosandcharlies.com</a>
Grupo Anderson's Website	<a href="http://www.grupoandersons.com">www.grupoandersons.com</a>
Corporate Headquarters	Carretera Cancun - Aeropuerto Km 12.5 Manzana 1, Fraccionamiento 2000-1 Cancun, Quintana Roo CP 77560 Phone: (52) 998 883 17 22 Fax: (52) 998 883 17 11
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# Carlos 'n Charlie's

## Carlos 'n Charlie's Locations

- Aruba** West Straat 3-A  
Oranjestad, Aruba  
Dutch Caribbean  
Phone: 297 582 0355  
Fax: 297 582 0275
- Acapulco** Costera Miguez Alemán No. 112  
Fracc. Deportivo  
C.P. 39690  
Acapulco, Guerrero, Mexico  
Phone: 744 484 0039/744 484 1285  
Fax: 744 484 6097
- Cancun** Blvd. Kukulcan Km. 8.5, Local 10 y 10 C  
Forum by the Sea  
C.P. 77500, Cancun, Quintana Roo, Mexico  
Phone: 998 883 4468  
Fax: 998 883 1862
- Cozumel** Av. Rafael Melgar No. 551, Loc. BR-2  
Entre Calle 7 y Calle 11 Sur,  
C.P. 77600, Cozumel, Quintana Roo, Mexico  
Phone: 987 869 1647/987 869 1648  
Fax: 987 869 1646
- Cuernavaca** Domingo Diez No. 711  
Col. del Empleado  
C.P. 62250, Cuernavaca, Morelos, Mexico  
Phone: 777 311 2064/777 311 2065

**Distrito  
Federal**

Camino al Desierto de los Leones  
Col. San Angel  
C.P. 01000, Mexico, D.F.  
Phone: 555 616 1673/555 616 1714

**Ixtapa**

Paseo del Mar s/n  
Anexo Hotel Posada Real  
C.P. 40880, Ixtapa, Zih. Guerrero, Mexico  
Phone: 753 533 0085/753 533 2041

**La Paz**

Paseo Alvaro Obregon esq. 16 de Septiembre, Col. Centro  
C.P. 23000, La Paz, B.C., Mexico  
Phone: 612 122 9290/612 123 4757

**Monterrey**

Av. San Jerónimo # 1106  
Col. Miravalle, C.P. 64660, Monterrey Leon, Mexico  
Phone: (81) 8347 9205 y 06  
Fax: (81) 8347 9205 y 06

**Morelia**

Av. Camelinas No. 3340  
Col. Jardines del Rincon  
C.P. 58270, Morelia, Michoacan, Mexico  
Phone: 443 324 3741  
Fax: 443 324 3742

**Playa del  
Carmen**

Av. 10 Nte. Num 140, Centro Playa del Carmen  
Calle 3 Sur y Muelle Solidaridad,  
C.P. 77710, Playa del Carmen, Quintana Roo, Mexico  
Phone: 984 803 3498

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**Saltillo** Blvd. Venustiano Carranza No. 3070  
Col. Latino Americana  
C.P. 25270, Saltillo, Coahuila, Mexico  
Phone: 844 416 6428/844 416 4642

**Torreon** Blvd. Independencia Oriente No. 1730  
Col. Navarro  
C.P. 27010, Torreon, Coahuila, Mexico  
Phone: 871 713 5174/871 713 5203

**Austin, Texas** 5973 Hilina Road  
Austin, Texas 78734, USA  
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Ashley



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