

★ FIRST ★

# FACTS

Yeah, it's fresh.™

## CONCEPT

First Watch specializes in unique, award-winning, made-to-order breakfast, brunch and lunch creations using the freshest ingredients possible.

## MENU

The team at First Watch begins each morning at the crack of dawn, slicing and juicing fresh fruits and vegetables and whipping up French toast batter from scratch. The menu at First Watch features a variety of craveable dishes and utilizes farm fresh ingredients to create and offer both innovative and traditional breakfast, brunch and lunch dishes. It includes items such as award-winning Quinoa Power Bowls, Floridian French Toast, Farm Stand Breakfast Tacos and Lemon Ricotta Pancakes. The innovative menu offers healthy, flavorful favorites like house-made granola and pico de gallo, organic greens, house-roasted vegetables, cage-free eggs and 100% fresh-squeezed orange juice as well as options from the company's Fresh Juice Bar, juiced in-house daily from fresh fruits and vegetables sourced locally whenever possible.

A Gluten Free Guide and all allergen and nutritional information are available. First Watch gladly accommodates special requests to help meet dietary needs.

## ATMOSPHERE

The bright, natural lighting in First Watch dining rooms reflects the warm, inviting personality of the staff. The open kitchens convey a fresh, nothing-to-hide approach to food preparation, and guiding operating principles of "If we can, we will" and "You first" provide a superior level of customer service. First Watch is happy to welcome all customers with complimentary newspapers and free Wi-Fi to ensure an enjoyable, relaxing visit.



## HISTORY

First Watch was founded in Pacific Grove, California, on the simple concept of putting customers first. Word of this fresh idea quickly spread, and the original restaurant became popular. In 1986, First Watch partner Ken Penderly – the current CEO of the company – decided to fulfill his lifelong desire to live in Florida and relocated the company's headquarters to Bradenton, where it remains today.

The restaurant's name was inspired by a nautical term referring to a ship crew's first shift of the day. The First Watch crew begins each day at the crack of dawn, baking muffins and juicing fresh fruits and vegetables from only the finest produce. More than 30 years have passed since its inception, and First Watch continues its commitment to excellent service and freshly prepared breakfast, brunch and lunch favorites.



FIRSTWATCH.COM



  
**FIRST WATCH**  
THE DAYTIME CAFE



### ACCLAIM

First Watch was named a 2015 Top Consumer Pick by **Nation's Restaurant News** and has received other prestigious recognition including being named a 2013 "Next 20" Emerging Brand by **Nation's Restaurant News** and a 2014 Top Franchise Value by **FSR Magazine**. The company was also awarded with the 2014 MenuMasters award for Best Healthful Innovation for its Quinoa Power Bowls.

First Watch is the largest daytime-only restaurant concept in the United States. A recipient of more than 200 "Best Breakfast" and "Best Brunch" accolades in new and existing markets, First Watch is more proud of the awards that were chosen by customers themselves. For more than 20 consecutive years, First Watch has been a recipient of **Sarasota Magazine's** Readers' Choice Awards in categories such as "Best Breakfast," "Best Power Brunch" and "Best Healthy Restaurant." Awarded "Best Breakfast" by **Columbus Magazine** and the **Tampa Bay Business Journal**, First Watch continues to gain annual recognition. Ken Pendery, CEO of First Watch, was honored with the 2008 Golden Chain Award by **Nation's Restaurant News**, and Chris Tomasso, current president and CMO of First Watch, was named a Top Private Company CMO in 2012 by ExecRank.

### COMMUNITY INVOLVEMENT

First Watch is honored to be an active member in all of the communities in which it operates. By participating in Share Our Strength's Dine Out For No Kid Hungry campaign and supporting organizations such as the Leukemia & Lymphoma Society, the National Multiple Sclerosis Society and even local high school football teams, First Watch strives to support charitable giving on both a national and local level.

### CUSTOMER REWARDS

First Watch has a loyal following. In 2007, to show its appreciation, the company launched the First Watch Sun eClub – an email-based customer loyalty program. The Sun eClub provides First Watch customers with email incentives, such as a complimentary entrée on their birthdays, and shares the latest company happenings and featured menu items. Customers who register online or at any First Watch restaurant receive a buy one, get one offer just for signing up.

### COMPANY

Headquartered in Bradenton, Florida, First Watch Restaurants, Inc. is the largest and fastest-growing daytime-only restaurant concept in the nation with more than 275 restaurants in 26 states. In addition to First Watch, its portfolio includes successful restaurant brands The Egg & I, The Good Egg and Bread & Company.

### HOURS OF OPERATION

First Watch is open daily from 7am until 2:30pm.

### MEDIA CONTACT

Eleni Kouvatso  
941.907.9800 ext. 218  
ekouvatso@firstwatch.com

