



Retailer Runway

Potbelly

John Beckley, VP, Franchise
Development



Retail Category: Fast Casual Restaurant

Typical Size: 1,500 – 2,200 Sq Ft

Location Type: Strip, Neighborhood, Power and Lifestyle Centers

Current Number of Stores: 434

Growth Markets: Atlanta (GA), Florida, Carolinas, Texas

Number of New Stores: 30 shops 2024

Co-Tenants: Chipotle and Starbucks

Additional Requirements: Street front visibility, 25K min. VPD, Strong daytime workforce; \$65K+ median HH income





John Beckley

John.Beckley@Potbelly.com

(202) 509-6654

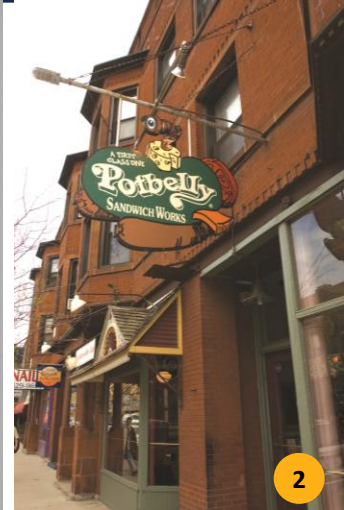


OUR HISTORY

FROM ONE POTBELLY STOVE TO 425+ POTBELLY STORES NATIONWIDE.

Since 1977 we've been on the same mission, to make people happy through good vibes and delicious craveable food. Since Bryant Keil purchased the original Potbelly store in 1996, we've seen tremendous growth, expanding from just one shop in Chicago to more than 250 in 2008. Now, with 430+ shops across 30 states, there's no telling what we'll cook up next.

1. Founder Peter Hastings in 1977 in front of the first Potbelly antique and sandwich store in the Lincoln Park neighborhood of Chicago.
2. Potbelly becomes a publicly traded company in 2013.
3. The Potbelly Stove



HOTTER THAN **HOT!**

WE ARE POTBELLY SANDWICH WORKS AND WE'RE A DIFFERENT KIND OF SANDWICH SHOP.

At Potbelly, we're not just cold cuts on sliced bread. We offer something different: a 500-degree moment. It's why people come to us, and why they keep coming back for more.

Good food and good vibes, served to good people who know what's hot.



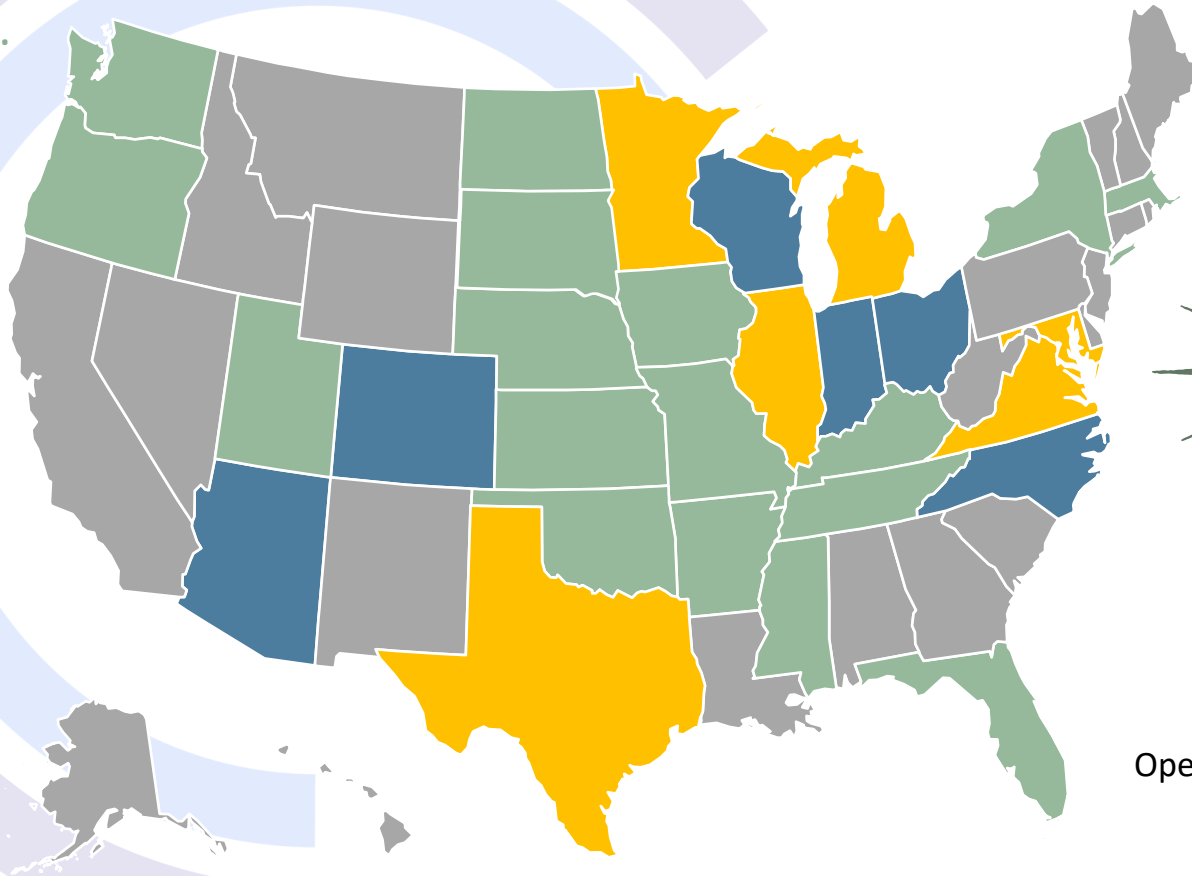
OUR FOOTPRINT

WHERE WE ARE.



POTBELLY
SANDWICH WORKS®

- <10 SHOPS
- 10-20 SHOPS
- 21+ SHOPS



30
STATES +
GROWING

430+
STORES

660+

Opened & Committed Shops





STRONG TENANT

- 45(+) years in business
- National presence in 30 states
- Broad consumer audience
- 400(+) existing shops
- Flight to quality brand
- 2,000(+) in 10 years

FLEXIBLE SHOP FORMATS

HOTTER THAN HOT!

SITE CRITERIA

- Street front visibility
- 25K minimum vehicles per day
- Strong daytime workforce
- \$65K+ median HH income
- Suburban, Urban and CBD trade areas
- Class A/B retail space
- Strip, neighborhood, power and lifestyle centers

SHOP TYPES

Drive-thru
Endcap
Inline
Freestanding

BUILDOUT CRITERIA

- 20' minimum store front
- 400 amps of service
- Exposed ceilings
- Vent hood required
- Grease trap optional (no fryers)
- 1,500 – 2,200 square feet





#ICSC • ICSC.com