

PDQ Receives Investment from Alliance Consumer Growth

Tampa, Florida – August 1, 2014 PDQ, an emerging fast casual restaurant company, today announced that Alliance Consumer Growth (“ACG”), a leading consumer-focused private equity firm, has made a minority equity investment in the company. Terms of the transaction were not disclosed.

PDQ, which stands for “People Dedicated to Quality,” specializes in fresh, hand-battered chicken tenders, made-to-order chicken and turkey sandwiches, fresh-cut fries, hand-spun milkshakes and fresh salads. Outback Steakhouse co-founder Bob Basham, and MVP Holdings CEO Nick Reader spent more than two years developing the concept before opening the first PDQ restaurant in 2011 in Tampa, Florida. PDQ currently has 25 locations across the southeastern United States, with several new stores planned to open this year. The company is poised for significant national expansion throughout 2015 and in the years to come.

The company recently received two significant industry accolades: Restaurant Business Magazine ranked PDQ as the #1 small restaurant brand in America on its “Future 50” list of fastest-growing concepts. And Nation’s Restaurant News named PDQ as one of its five “Hot Concept” award winners for 2014 in recognition of PDQ’s growth potential.

“We are excited to be working with ACG, who have a fantastic track record in partnering with some of the very best emerging brands,” said Nick Reader, PDQ’s Co-Founder & CEO. “We are confident they will be a valuable partner as we expand PDQ in the years to come.”

“PDQ is one of the most exciting emerging restaurant concepts in the country,” said Josh Goldin, Co-Founder and Managing Partner of ACG. “In a short time, PDQ has created legions of fans by delivering addictively delicious, made-to-order, fresh food at a great value for its customers. We are thrilled to partner with PDQ and its exceptional team.”

Stifel acted as exclusive financial advisor to PDQ for the transaction.

ABOUT PDQ

PDQ (“People Dedicated to Quality”) is a fast casual restaurant company specializing in fresh, hand-battered chicken tenders, made-to-order chicken and turkey sandwiches, fresh-cut fries, hand-spun milkshakes and fresh salads. Outback Steakhouse co-founder Bob Basham, and MVP Holdings CEO Nick Reader spent more than two years developing the concept before opening the first PDQ restaurant in 2011 in Tampa, Florida. Today PDQ has locations in Alabama, Florida, Georgia, North Carolina, South Carolina and Texas. In 2014, PDQ received Nation’s Restaurant News “Hot Concept” Award, and Restaurant Business Magazine named PDQ as the #1 fastest-growing small restaurant brand in America on its “Future 50” list. (www.eatPDQ.com)

ABOUT ALLIANCE CONSUMER GROWTH

Alliance Consumer Growth (“ACG”), based in New York, is a private equity fund, which provides growth capital and value-added partnership to the most promising emerging consumer, retail and restaurant brands. Current investments include Babyganics, The Honest Kitchen, Kriser’s Pets, KRAVE Jerky, Shake Shack, Suja Juice, barkTHINS and PDQ Restaurants. Prior investments include EVOL Foods (acquired by Boulder Brands) and Plum Organics (acquired by Campbell Soup Co.) (www.acginvestors.com)