



Published on *CKE Restaurants Investor Center* (<http://investor.ckr.com>) on 9/15/14 12:41 pm EDT

## ONTARIO WELCOMES FIRST CARL'S JR. RESTAURANT

### Release Date:

Monday, September 15, 2014 12:41 pm EDT

### Terms:

### Dateline City:

WATERLOO, Ontario

### *6Points Food Services Ltd. opens first Carl's Jr. restaurant in the Greater Toronto Area*

Today Carl's Jr.® announces the opening of its first restaurant in Ontario as part of a major expansion into central Canada. Located in Waterloo, this restaurant marks the first of many openings in the Greater Toronto Area, with a Guelph location scheduled to open in October and two downtown Toronto restaurants set to launch later this year. CKE Restaurants Holdings, Inc. ("CKE"), parent company of Carl's Jr. and Hardee's®, signed a development agreement earlier this year with Toronto-based 6Points Food Services Ltd. ("6Points") to bring Carl's Jr.'s famous, premium-quality burgers to the Western GTA. Over the next six years, 6Points plans to develop, open and operate 30 new Carl's Jr. restaurants in the region beginning with Waterloo and extending east to downtown Toronto.

"Our entry in the Ontario market represents an important milestone for the Carl's Jr. brand as we build on our successful launch in Western Canada and expand into Central Canada," said Ned Lyerly, CKE President of International. "With a population of more than 13.5 million people representing more than 38 percent of the national population of Canada, Ontario represents a tremendous opportunity for our brand. We see the potential for more than 100 restaurants in Ontario over time and are confident that 6Points is the right group to launch our brand in the market."

6Points, owned by Saskatchewan-based Westbridge Capital, is led by managing partner Kent Graber who brings more than 40 years of experience in operating and developing top-tier quick-service restaurant chains across Canada, including senior management posts on both the franchisor and franchisee side of the business.

"We are looking forward to consumers in Waterloo experiencing the premium menu and service offerings that define Carl's Jr.," Graber said. "Canadians are falling in love with Carl's Jr.'s famous charbroiled 100 percent Black Angus beef Thickburgers on Fresh Baked Buns, real Hand-Scooped Ice Cream Shakes and other premium menu items, as well as the brand's edgy advertising and innovative marketing strategy. We know the brand will be a big hit with the university students and discerning members of the Waterloo community."

In addition to Waterloo, Carl's Jr. franchisees are currently operating ten restaurants in Vancouver, Abbotsford, Chilliwack, Kelowna, Vernon, Kamloops, Penticton, Grande Prairie, Spruce Grove and Edmonton. New restaurants are coming soon to Guelph, Regina, Mississauga, downtown Toronto, Vancouver International Airport and Lloydminster.

For more information on franchise opportunities in Canada, please visit [www.ckefranchise.com/canada](http://www.ckefranchise.com/canada).

### **Key facts about the new Carl's Jr. in Waterloo:**

- Address: #41 - 75 King St. S., Waterloo, ON N2J 1P2
- Hours of operation: 7 a.m. to 10 p.m. Monday-Saturday; 10 a.m. to 10 p.m. Sunday
- Menu features:
  - Carl's Jr.'s signature line of 100 percent Black Angus beef Thickburgers® served on Fresh Baked Buns, baked fresh daily inside the restaurant
  - Hand-Scooped Ice Cream Shakes™
  - High-quality, all-white-meat Hand-Breaded Chicken Tenders™
  - Home-style breakfasts including Carl's Jr.'s Made from Scratch™ Biscuits
  - Special amenities: Complimentary Wi-Fi

### **About CKE Restaurants Holdings, Inc.**

CKE Restaurants Holdings, Inc. ("CKE") is a privately held company headquartered in Carpinteria, Calif. Through its subsidiaries, CKE owns and licenses Carl's Jr.® and Hardee's® quick-service restaurants. CKE operates Carl's Jr. and Hardee's as one brand under two names acknowledging the regional heritage of both banners. CKE has a total of 3,527 franchised or company-operated restaurants in 42 states and 31 foreign countries and U.S. territories. Known for its one-of-a-kind premium menu items such as 100 percent Black Angus Thickburgers®, Made from Scratch™ Biscuits, Hand-Breaded Chicken Tenders™ and Fresh Baked Buns, as well as an award-winning marketing approach, the Carl's Jr./Hardee's brand continues to deliver substantial and consistent growth in the U.S. and overseas. The Carl's Jr./Hardee's system is now 75 percent franchised, with international restaurants representing 18 percent of the system. For more information about CKE, please visit [www.ckr.com](http://www.ckr.com) or its brand sites at [www.carlsjr.com](http://www.carlsjr.com) and [www.hardees.com](http://www.hardees.com).

### **About 6Points Food Services Ltd.**

6Points Food Services Ltd. ("6Points") is a privately held food services company headquartered in Toronto, Ontario. 6Points is a wholly owned subsidiary of Westbridge Capital Ltd., a Canadian private equity firm. 6Points is the exclusive developer for Carl's Jr. restaurants in the "Golden Horseshoe" of Ontario, a territory that includes Toronto, Mississauga, Oakville, Burlington, Hamilton, Brantford and London.

# # #

**Contact:**

Kathleen Bush

CKE Restaurants Holdings, Inc.

805-745-7741

[kbush@ckr.com](mailto:kbush@ckr.com)

Allison Wilson

Weber Shandwick

310-854-8261

[awilson@webershandwick.com](mailto:awilson@webershandwick.com)

Kent Graber

6Points Food Services Ltd.

289-242-3300

[kent.6points@gmail.com](mailto:kent.6points@gmail.com)

**Language:**

English

---

**Source URL:** <http://investor.ckr.com/press-release/ontario-welcomes-first-carls-jr-restaurant>