



FOR IMMEDIATE RELEASE

**Joe's Deli Certified as a 2018 World-Class Franchise®  
By The Franchise Research Institute®**

LINCOLN, NE (Date) – Joe's Deli has received World-Class Franchise® certification from the Franchise Research Institute® for the 5<sup>th</sup> Consecutive Year! Joe's Deli has received this recognition since 2014.

The recognition comes after an independent franchisee validation survey conducted by the Franchise Research Institute, in which 70.1% of all Joe's Deli franchisees participated. The survey was designed to determine the quality of 10 key metrics crucial to franchisee success within the Joe's Deli franchise system.

"Using confidential surveys to analyze franchisee opinions is vital to building a successful franchise brand," said Jeff Johnson, Founder and CEO of the Franchise Research Institute. "Joe's Deli relied upon our comprehensive, unbiased, third-party research to obtain honest feedback from their franchisees, in order to help maximize franchisee sales and profitability."

The survey asked Joe's Deli franchise owners to rate their franchisor through a series of questions in categories such as overall quality, growth potential, support and communication.

Among the responses received from Joe's Deli franchisees:

- 98% gave a positive rating to the overall quality of the franchisor.
- 96% gave a positive rating to the overall communication between home office personnel and franchisees.
- 98% gave a positive grade to the initial training supplied by the franchisor.
- 99% gave a positive rating to the products and/or services received from the franchisor.
- 97% gave a positive grade to the initial opening support supplied by the franchisor.

"At Joe's Deli, our great franchisees have always been the backbone of our business," said Joe, President of Joe's Deli. "Receiving the World-Class Franchise certification for the 5<sup>th</sup> consecutive year is an honor and highlights our commitment to providing unparalleled support for our franchisees. After all, we're only as successful as they are."

Auntie Anne's franchise satisfaction results are available at:

[www.WorldClassFranchise.com/Joe'sDeliReport](http://www.WorldClassFranchise.com/Joe'sDeliReport)

***About the Franchise Research Institute®:***

The Franchise Research Institute is a Franchise Performance Measurement firm headquartered in Lincoln, Nebraska. FRI is the original auditor of franchisee validation and does NOT sell leads or advertising. FRI's World-Class Franchise® opportunities must demonstrate that they are endorsed by their franchise owners through FRI's scientific, confidential, third-party surveys.

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