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New Franchise Celebrates Fun and Friendliness of Old Public Houses

In the early Fall of 2005, Ron Lynch walked into The Tilted Kilt Pub and Eatery in Las Vegas, Nev., and thought, “This is a franchise waiting to happen.” Since then Lynch and concept originator Mark DiMartino have been working night and day to streamline the concept, satisfy regulators and make the concept available on the franchise market.

On March 8, Tilted Kilt franchises went on the market with over 100 potential franchisees already lined up in hopes of passing the stringent franchise qualification process. It will take an investor or investor group with \$400,000 liquid and \$1 million net worth to get a Tilted Kilt Pub and Eatery open. Even so, Lynch says the line waiting for applications and disclosure is lengthy.

“Even before we started working on putting the franchise package together, we had people come into the Las Vegas or Tempe restaurants and ask if they could own a Tilted Kilt,” says Lynch, a veteran food and beverage franchiser, who, among other things, developed more than 100 Schlotzsky’s Deli stores around the country.

Besides the original pub located in the Rio Hotel in Las Vegas, there are two other Tilted Kilts, one in Tempe, Arizona, and the other in Round Rock, Texas. All of the stores have exceeded their projections.

The Tilted Kilt pubs are fashioned after the pubs of Scotland, Ireland, England and the early U.S. with perhaps a little more emphasis on Scottish motif

than any other. The menu is an eclectic mix of both traditional “pub grub” such as bangers and mash and fish and chips, and more modern creations from the Tilted Kilt chefs such as Marinated Flank Steak Salad and Sloppy Janes (Joes Little Sister). The bar is stocked with ales and beers from around the world as well as virtually every other libation a customer could want.

The stars of the show at The Tilted Kilt are the sharp and attractive young people known as the Kilt Tilters. The Kilt Tilters are the wait staff and they include lovely lasses in naughty but nice mini kilts and hunky male bartenders also in kilts. Each staffer is highly trained in both food service and customer relations.

The decor includes warm woods and lighting, plus The Tilted Kilt’s own registered Tartan plaid. Giant plasma TV screens bring in sports events from around the globe, adding a modern accent to the old pub atmosphere. For the traditionalists there are darts and pocket billiards. Special events, live music and a friendly atmosphere round out the picture of The Tilted Kilt operations.

“We sell fun,” says Lynch. “I think a lot of food and beverage people tend to forget that a restaurant and bar are places to have fun. The customers want a little more than just having food served. Our whole concept is not to just provide excellent food and beverage, but to make the whole experience fun from start to finish.”

The Tilted Kilt Franchise Operating LCC is located in Chandler, Arizona. Even though there is a waiting line for applications, Lynch says the Tilted Kilt growth will be highly-controlled to insure the highest quality experience for both the franchise investors and the customers.

For more information, visit www.tiltedkilt.com/tkmediacenter.php or call Mrs. Lynch at 480-456-5456.