

Sweet Peppers Deli Names Franchisee & Vendor of the Year

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Sweet Peppers Deli named David Steele Franchisee of the Year 2007 at their second annual franchise conference at the Sandestin Golf and Beach Resort in Destin, Florida. David Steele is the current franchisee for the Cullman, Alabama franchise and is developing a second location in North Alabama. Mr. Steele has development rights for Cullman, Etowah and Jefferson Counties in Alabama.

Mr. Steele began his relationship with Sweet Peppers Deli in Tupelo, Mississippi where he was the Managing Partner for Outback Steakhouse. Over his 20+ year career in the restaurant industry he has achieved managing partner of the year three separate times with Outback Steakhouse, helped raise over \$200, 000 for local charities, and sat on many civic and charitable boards. Mr. Steele was given the honor of having May 11th named 'David Steele Day' in Tupelo, Mississippi for his efforts in the community. 'The vision that Sweet Peppers has of making people happy and our community involvement is what sets us apart. Becoming part of the Sweet Peppers Deli family has been a wonderful experience and I look forward to opening many restaurants throughout north Alabama,' stated Mr. Steele.

'We were proud to have David join our team when he opened his first location in February 2007 and have enjoyed his passion and desire in his day to day operation of his unit. We feel he exemplifies what we are looking for in a franchisee, and appreciate of his expertise in the restaurant industry that he brings to the table each time we meet,' stated Bernard Bean, Director of Operations and one of the owners of Sweet Peppers Deli Franchise Systems, LLC.

The following evening the Vendor of the Year was awarded to Hotel & Restaurant Supply of Meridian, Mississippi. Hotel & Restaurant Supply is one of the main providers of food service equipment, small wares and seating for existing and new Sweet Peppers Deli restaurants. Accepting the award were Ollie Wilkes, Tony Wilkes and Johnny Hodgins. 'Almost three years ago one of our main offices burned taking with it many of the awards we have received over the years. It makes me especially proud to take this award back with us as it is one of the first awards we have received from our customers and we are very proud of the relationship we have with the Sweet Peppers Deli restaurants,' stated Ollie Wilkes while accepting the award.

The Sweet Peppers Deli concept originated in 1997 in Columbus, MS. There are currently thirteen Sweet Peppers Deli restaurants located in Mississippi, Alabama and Tennessee. Before the end of 2008 locations are scheduled to open in Fort Mills, SC and Gulf Port, MS.

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