

## **FOR IMMEDIATE RELEASE**

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### **Pinot's Palette's Franchisees Are Among the Most Satisfied in the Nation According to National Research Firm, Franchise Business Review**

PORTSMOUTH, N.H. — April 22, 2015 —The endless customers filling Pinot's Palette studios from coast to coast aren't the only ones having a good time. Franchise owners at the fastest-growing paint-and-sip network in the country are the most satisfied in the industry too.

That's according to data from Franchise Business Review, an independent research firm that conducts one of the most respected national surveys on franchise owner satisfaction every year.

Based on the results of the survey, Franchise Business Review's research ranked Pinot's Palette, a national franchise that's part art studio and part wine bar, as the highest rated franchise in the paint and sip category.

"Nothing is more important than the success of our franchisees, and everything we do is designed with their continued success," said Pinot's Palette co-founder Charles Willis. "We are honored that when it comes to franchisee satisfaction, Pinot's Palette ranks higher than anyone else in the paint and sip category."

The survey asked Pinot's Palette's franchisees over 40 questions relating to a variety of key areas including training and support, system communication, franchisor/franchisee relations, financial opportunity, business lifestyle, and overall satisfaction with their business. In response, 93 percent of Pinot's Palette's franchisees participated in the survey and scored higher than average in every category. Areas where they ranked Pinot's Palette highest included: technology; an area where franchisees are typically dissatisfied; communications; marketing and promotional programs; and franchisee community. The full survey results are available at [www.FranchiseBusinessReview.com](http://www.FranchiseBusinessReview.com).

“Some franchise brands do not place an emphasis on franchisee satisfaction. This inevitably results in damaging their system, which in turn negatively impacts revenue. Pinot’s Palette’s participation in our satisfaction survey and high franchisee ratings shows it is committed to its franchisees’ success,” says Michelle Rowan, president of Franchise Business Review.

Franchise Business Review, which began surveying franchise brands 10 years ago, recognized Pinot’s Palette’s high franchisee satisfaction rankings with a [2015 FBR50 Franchisee Satisfaction award](#).

Founded in 2009 and franchising since 2010, Pinot’s Palette has grown to more than 100 locations in 32 states and Canada. The initial investment range is \$74,700 to \$173,500.

### **About Pinot’s Palette**

Pinot’s Palette is a pioneer of the paint and sip experience – a revolutionary way to enjoy art and wine, meet new people and bond with friends. With more than 100 locations across 32 states and Canada, and new locations popping up monthly, Pinot’s Palette is the world’s fastest growing paint and sip franchise. Guests enjoy a no-experience-required art class—all supplies included—directed by trained, local artists, who guide guests step-by-step through a featured painting. By bringing fun, modern and creative ideas to their events, Pinot’s Palette curates a unique, rewarding experience while providing a worthwhile contribution to the community. For more information, visit [www.PinotsPalette.com](http://www.PinotsPalette.com).

### **About Franchise Business Review**

Franchise Business Review is a national franchise market research firm that performs independent surveys of franchisee satisfaction and franchise buyer experiences. In addition, it provides services for franchisors and multi-unit franchisees including qualified lead generation, custom franchisee and employee satisfaction surveys, and customer satisfaction programs. Franchise Business Review can be reached via (603) 433-2270 or <http://www.FranchiseBusinessReview.com> for information.

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Co-founders Charles Willis, President (left) and Craig Ceccanti, CEO (right) accept their Franchisee Satisfaction award at the 2013 IFA Conference. Pinot's Palette has been rated highest in the paint-and-sip franchise category since 2013.