



**FOR IMMEDIATE RELEASE**

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**Potbelly Sandwich Shop to Open Third Location in Charlotte**

*The beloved shop brings its toasty warm sandwiches, signature shakes  
and live music to Ballantyne*

**CHARLOTTE, N.C.** – Potbelly Sandwich Shop announced today that its third shop in Charlotte, a franchise location situated in the Ballantyne neighborhood, will open to the public by late summer 2018. The widely acclaimed neighborhood hangout is known for its signature sandwiches, hand-dipped milkshakes and live, local music.

The Potbelly shops in the area have earned a reputation throughout Charlotte for having delicious food, fun décor and fresh tunes. Franchisee Shak Patel will be the new shop's owner. He also currently owns the existing Latta Arcade location, the SouthPark location slated to open in March and is growing the brand locally with the new restaurant coming to Ballantyne and a fourth location in the works.

"The love and support we have seen from the community has been outstanding and I couldn't be more excited to bring another location to the area for local fans, especially in Ballantyne," Patel said. "With the developing corporate park's busy lifestyle, I believe Ballantyne is the perfect neighborhood for a new Potbelly shop."

Recognized nationally as one of the most successfully designed and executed mixed-use communities, Ballantyne's new Potbelly shop will be located street level at the Brigham Building's parking deck in front of the new Wells Fargo Tower.

"We've been very impressed with what Shak has already accomplished in Charlotte. He has served as a strong addition to the Potbelly family since his first opening last year," said Chris Birkinshaw, senior director of domestic franchising for Potbelly Sandwich Shop. "He has already established Potbelly as the neighborhood hangout in the area, and we're confident that he'll help Ballantyne fall in love with our food, our people and our local vibe."

Potbelly Sandwich Shop first opened in Chicago in 1977, and operates more than 400 shops across the United States. Franchisees operate more than 50 shops in the United States and abroad, and Potbelly plans to continue franchise growth in 2018.

For additional information about joining the Potbelly team or to learn more about the new Charlotte Potbelly Shop, visit [www.Potbelly.com](http://www.Potbelly.com).

**About Potbelly Sandwich Shop**

Potbelly Corporation is a fast-growing neighborhood sandwich concept that has been feeding customers' smiles with warm, toasty sandwiches, signature salads, hand-dipped shakes and other fresh menu items, customized just the way customers want them, for more than 40 years. Potbelly promises Fresh, Fast & Friendly service in an environment that reflects the local neighborhood. Since opening its first shop in Chicago in 1977, Potbelly has expanded to neighborhoods across the country – with more than 425 company-owned shops in the United States. Additionally, Potbelly franchisees operate more than 50 shops domestically, in Canada, the Middle East and the United Kingdom. For more information, please visit our website at [www.Potbelly.com](http://www.Potbelly.com).

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