**Philip Friedman**

Philip Friedman is Chairman & CEO of Salsarita’s Fresh Cantina, an 85 location casual Mexican restaurant chain he acquired through his holding company, Mississippi Restaurant Group, LLC in June of 2011. Prior to Salsarita’s he was Chairman, Chief Executive Officer and President of McAlister’s Corporation, a rapidly growing Quick Casual concept he acquired along with a group of investors in 1999. Operating and franchising restaurants in 22 states, McAlister’s grew from 27 to 300 restaurants during his leadership.

Additionally, Phil is a founding member of IL “Pioppo, LLC, importers of organic Italian wines. He serves on the Board of Diversified Restaurants Holdings, Inc. Boudin Bakeries Restaurants, Inc. Buffet, Inc. and Waterloo Restaurant Holdings, Inc.

In 2005, Phil led the successful sale of McAlister’s Corporation to Roark Capital Group. Under his leadership McAlister’s received the NASBIC Portfolio of the Year award for 2005, and the Nation’s Restaurant New Franchise Excellence Award in 2006. Top 10 restaurants with under 300 Units by QSR magazine in 2008 and Best Restaurant for Families by Parents magazine in 2009. The company was successfully recapitalized in 2007 and 2011.

In 2008 Phil received The International Foodservice Manufactures Association Silver Plate award for his enduring and outstanding achievements in the Chain Restaurant Full Service category and his contribution to the advancement of the foodservice industry.

In 2009 the Editorial Board of Nation’s Restaurant News chose him as a Golden Chain Award honoree for his success with McAlister’s as well as his foodservice career achievements, and the National Restaurant Association honored him as a Cornerstone Humanitarian for leading McAlister’s in outstanding community involvement.

Prior to McAlister’s, Phil served as Chairman of Rosti Restaurants, as President of Panda Management Company, Inc., as Chief Financial Officer for Service America Corporation, as Vice President of Restaurant Planning for Marriott Corporation, as Vice President of Planning Chi Chi’s Inc. and as Chief Operating officer for Sutton Place Food Markets.