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JAN/FEB - WINTER 2023

Home Services

- TOP 100 Home Services FranchisesINDUSTRY REPORT
- Meet the People Behind the Brands
- Expert Advice
- Commercial Real Estate
- Legal Advice
- Franchising, Sales & Marketing, Finance, Technology, Leadership, Design, and Business articles



"A MAN WHO STOPS

TO SAVE

STOPS A CLOCK TO SAVE TIME."

ADVERTISING

MONEY IS LIKE

A MAN WHO

- Henry Ford

MAR/APR - SPRING 2023 Meow. Woof. Chirp. Peep. Squeak.

Pet Franchises

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- Meet the People Behind the Brands
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- Commercial Real Estate
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RESTAURANT INDUSTRY SALES TO HIT \$898 BILLION IN 2022

The final months of 2022 have shown that 2023 will be a year of comeback and recovery for the restaurant industry. These are words that none of us could have imagined when we were in the middle of the rising pandemic, dealing with closures and labor problems in 2020. Now that two years of creative pandemic pivots have led to new ideas, the food service industry is coming back strong.

According to the most recent projection from the National Restaurant Association (NRA), restaurant industry sales will reach \$898 billion in 2022. In its 2022 State of the Restaurant Industry report, the NRA made this information available.

This represents nominal growth from 2021 of 12.4%. A 6.6% gain from last year is the result of real growth. According to the NRA's predictions, real sales for the entire industry will show a decrease of 11.5% from 2019 to 2022. In other words, we anticipate that the industry will undergo change again in 2022.

RESTAURANT Industry Sales Will Reach \$898 Billion in 2022



Despite difficulties brought on by the Covid-19 epidemic, the restaurant sector has grown steadily in the United States during the previous few decades. The U.S. quick service restaurant industry, which is one of the major contributors to the worldwide restaurant market, was expected to expand its output by almost \$100 billion over a period of fifteen years, reaching \$261.2 billion in 2021. A similar increase has been seen in the last several years in the full-service restaurant sector in the United States, with an expected production of approximately \$72.8 billion in 2021. Restaurants have integrated seamlessly into the daily lives of many Americans, both personally and professionally. The hospitality industry provides jobs for millions of people, but in 2020, as a result of a number of national restaurant regulations and closures brought on by the health crisis, the workforce in the U.S. restaurant industry shrank dramatically.

There are almost 600,000 dining venues in the United States, 14.9 million people are employed in the restaurant sector, and it is valued at over \$650 billion.

The restaurant business contributes 4% of the U.S. gross domestic product, which is more than the auto industry (3%) and the fashion sector (2%).

Today, 42% of all food orders are done online, and 79% of customers feel that technology makes dining out more enjoyable. The Internet meal ordering market will reach \$220 billion by 2025. This shows that the restaurant business has the ability to thrive in the future, even though there can be many changes.

You may discover more about franchises in the food, beverage, and dining industries by reading this issue. Visit the websites of our top 100 food and drink franchises to get more information, then get in touch with them.

Keep yourself safe and healthy,

SITKI KAZANCI / Founder-Publisher



4 FRANCHISES

READY TO SET TRENDS

Some new concepts are taking off and are full of opportunity.

By Christopher Conner

here are over one million restaurant locations in the U.S.—independent and chains—according to a report from FinancesOnline. This means that if you are itching to own your own business in this industry, you've got to sign on with a company that has that *je ne sais quoi* sort of quality. The better news is that the restaurant industry is expected to reach around \$898 billion in sales by the end of this year, so there is plenty of pie to go around for us all.

We took a look at some of the most recent up-and-coming concepts in the franchise marketplace to see which ones stood out a bit more than the burger or pizza joint next door. Each of the following are trendsetters in their own right. They may not be the one and only doing what they do, but they are doing what they do well.

STEAK ANYONE?

TOP5STEAKS is a California-based restaurant concept that specializes in, you guessed it, steaks. But what they have done is taken the top most popular steaks to

grace our plates this century and created a system in which the steak is affordable for both the restaurant owner and the end consumer. The menu includes a star studded lineup of T-bone, porterhouse, ribeye, filet mignon, and strip all under one high-volume roof. This is one of the first fast casual steak concepts to hit the franchise scene, so take a bite.

CAFE 86 AND THE UBE

You may have seen the ube grace your Instagram and not even known it. Ube is a popular addition to Filipino dessert

EXPERT ADVICE

Entering into a business relationship with a food or beverage company that has proven itself is one of the most certain decisions vou can make.

dishes and is also known as the purple yam. Its eye-catching purple color pleases even the most toxin-averse consumer and adds a hefty addition of nutrition to its dishes. Cafe 86 has taken on the ube with delight, and Chopped Sweets champion, Chef Ginger Lim-Dimapasok, is leading the charge. It is one of the first, if not the only, franchises to showcase ube desserts as the main attraction.

PINT FOR YOUR PALATE

It may have been in the last rendition of Robin Hood you viewed where you saw Friar Tuck and Robin Hood share a glass of mead. This beverage touts origins that date back to 7.000 B.C. and may have been the first

THE BETTER THE RESTAURANT INDUSTRY IS EXPECTED TO RFACH AROUND S898 BILLION SALES BY THE END OF THIS YEAR.

fermented drink ever. Wild Blossom Meadery and Winery has brought mead back into the spotlight. The brand has flawlessly combined two lucrative industries-wine and craft beer-and created a one-of-akind experience for its customers. Wild Blossom attracts die hard wine and

beer fans and curious consumers simultaneously. Mead is hard to find, making Wild Blossom a standout in the marketplace.

DITCH THE ALCOHOL

Let's 180 the other direction and take a look at Unimpaired Dry Bar. The company was first started in 2020 as a way for individuals to still enjoy a bar atmosphere without the toxicity that can sometimes come along with it. The company serves a stellar suite of cocktails and alcohol-free beverages, plus has a great menu to go along with a night of drinks. The company has sourced several key vendors that supply alcohol substitutes for the traditional crowd pleasers such as gin and tonic, bloody Mary,



Captain and Coke, and others. The sober trend is growing and Unimpaired is one of the first to franchise this trending concept.

Entering into a business relationship with a food or beverage company that has proven itself is one of the most certain decisions you can make. Each of these franchises takes it a step further by doing something very different, setting trends, and breaking ground in a whole new way. Check out more information on these or other franchises through my team at www. fmsfranchise.com. Do you have a business

you'd like to franchise? We can help there, too. Call us at 800-610-0292 or email us at info@franchisemarketingsystems.com. >



Christopher Conner started his career in franchising in 2002 working for a franchise consulting firm in Chicago. He founded Franchise Marketing Systems in 2009 after seeing a need for full service franchise development services for new and start-up brands. Today, Conner's team has expanded

to 27 consultants between the U.S. and Canada and has worked with over 200 brands to support successful franchise development strategies.

For more information on Chris Conner or Franchise Marketing Systems, visit www.FMSFranchise.com



IS FRANCHISING THE RIGHT INVESTMENT FOR YOU?

Ask yourself these questions before taking the plunge.

By Kimberley J. Daly

franchise business is an investment first and foremost. Yes, a franchise business can be job replacement, but a business is so much more than a job. A business allows you to build equity and provides tax advantages along with cash flow compared to a job which provides wages and typically additional benefits.

Before you consider what the right franchise is for you, I believe you should consider if franchising is the right investment for you. All Investments have pros and cons, and due diligence is about weighing those pros and cons and making an educated decision based on aligning potential outcomes with your goals, all while protecting yourself from the downside as much as possible. But, no investment is risk free, and the old adage, "the bigger the risk, the bigger the return," typically proves true. Franchise investments are also not risk free, but there are ways to mitigate those risks. Specifically, by aligning yourself with a franchisor partner who has a clear vision, a strong track record, and financial backing you lessen those risks.

In franchising, the bigger investments do not always yield bigger returns, but the franchise investments where owners take on a full-time role, and thereby have a bigger risk in that this will be their primary revenue stream, have the potential to produce the greatest returns. So, if we define risk in a franchise by time investment rather than financial investment, then I would agree that higher risk can yield higher returns.

How do you know if a franchise is the right investment for you? Here are some questions to consider.

BUSINESS ADVICE

What is the vision for your future? The more clear you are about what you want in your future, the easier it will be to define the best investment vehicle to get you there. For example, if you want to travel the globe and never work, a franchise may not be the right investment. A franchise will never be absentee like investing in land, but as the CEO of your own franchise business, you will have full control over hiring a general manager to run the daily operation, but the point is somebody has to run the operation. Can you be halfway around the world and confident in your general manager? If so, a franchise could be a good investment.

How long do you want to hold this investment? I believe franchise businesses should be built to be sold. If you want a 20-year investment, I would not select a franchise for that goal. Does that mean franchisees do not own their businesses

FRANCHISE
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for 20 years? No. Some do, but I think that trying to make a 20-year commitment to a business is a huge ask. That decision is too weighty in the face of all the unknowns, and most people will not be able to say yes. If you want a 20-year invest-

ment, buy land, or invest in self-storage or rental properties. A business is a good 7–10 year investment. If you are having the time of your life at 10 years and want to continue, consider that a bonus and keep going, but for most, I think 10 years is a good run. By then, you will have built equity that you can sell to someone who is ready to take on an established business.

Do you want to be a business owner in your local community? This should probably be the first question you ask yourself. Business owners are brand ambassadors.



They thrive on communicating their message to their customers whether directly through sales and networking or indirectly through marketing and community sponsorships. Do you want to recruit, train, manage, and lead a team of employees? Not all franchises require employees, but if your goal is to eventually move out of the daily operation, someone has to run the business, so you will need people. Most business owners thrive on creating jobs and take a lot of pride in becoming a great employer in their community. I have interviewed franchisees who have said that their employees recruit their friends to work because they love their job so much. Other franchisees have said that they never have to look hard to find good help because their reputation is so solid that people call them asking if they are hiring. Business owners enjoy influence and leadership. They take pride in being a business owner.

Franchising is an investment just like the stock market, crypto currency, bonds, land and real estate. There are risks that can be mitigated, but like other investments, a franchise does not come with a guarantee. You are the biggest determining factor to your success in a franchise, so compared to other investments, you have more control over the outcome, but to control the outcome, you have to put in time, so a franchise is not an absentee investment even if you have a great general manager.

I love this discussion, and I really want to have it with you! If you are considering investments and are trying to decide if a franchise is worth exploring, I want to be your DALY coach.



Kimberley Daly is one of America's top franchise consultants, a motivational speaker, business coach, and author. With over 22 years of experience as a small business owner and franchisee, she brings energy, wisdom and passion to her candidates as she helps them explore franchises matched to their background, interests and goals.

She thrives on helping people achieve their dreams. She lives on the beach in southern New Hampshire and can be reached via kim@thedalycoach.com.



WARNING! CONTAGIOUS CONDITION AND IT'S NOT THE FLU!

This is one you may want to catch.

By Nancy Friedman

here is an infectious condition that may run rampant through your office. It has been brought to our attention that many of you already have this condition, and that everyone is at least a carrier. Little is known about the history of the condition, but there is some evidence that it has persisted in humans for thousands of years. The condition is occasionally dormant in some people and in apparent remission. A few people never show symptoms.

Experts indicate that the condition is highly contagious, but not always serious. In fact, for some people it may be beneficial. Statistics regarding the condition are difficult to develop as most cases go unreported.

The condition is most commonly passed by personal contact. You may catch it just by speaking with an infected person. Initial symptoms are so mild that you may not even realize you have been infected. Later, the condition may have more marked effects on you. Scientists also believe that the condition compounds itself, that is, the severity increases with increased exposure.

Experts also report that the condition can be transmitted in other ways. Reading a letter written by an infected person may create symptoms. Several cases have indicated instances where a single individual has infected large numbers of people through written material.

The condition is also commonly passed on by talking on the telephone with an infected

person. Experts are not exactly sure how this happens, but symptoms have been observed in people on the phone when no one else is near.

There is no known medical cure. The symptoms can be controlled to some extent, but most people refuse treatment. Interestingly, however, experts have observed numerous cases where a non-infected person has been able to temporarily alleviate all symptoms from an infected person with only minimal contact.

The initial symptoms are evidenced by an upturning of the ends of the mouth, often to the extent of showing one's teeth. The psychological effects can be very pronounced. The condition is often accompanied by a feeling of warmth (but not a fever) and happiness. People have been known to become almost euphoric during acute episodes. Many infected people can be convinced to do almost anything and most find it difficult to be unkind or rude. The condition is called chronic infectious smilyosis, or more commonly, smiling.

If you encounter someone with this condition, there is little you can do—just smile!

SMILYOSIS - CATCH IT!



Nancy Friedman, founder/chairman, keynote speaker, president, Telephone Doctor Customer Service Training. She is founder and chairman of Telephone Doctor®, an international customer service training company, helping companies communicate with their customers in St. Louis, MO. A speaker at franchise conferences, as

well as corporate America, she specializes in sales, customer service and communication skills. Now offering and specializing in Zoom programs. Fun and fast!



FOOD AND DRINK AND RESTAURANT FRANCHISES: INDUSTRY REPORT 2022

By Elizabeth Adams

urveys reveal that the food and beverage and restaurant industry in the United States is on its way to \$1 trillion in the next years, having already surpassed the \$898 billion mark in 2022. True, recent events have generated a major upheaval in the food service industry as a whole. The epidemic, on the other hand, has reenergized our approach to food preparation and delivery. Many organizations have been forced to operate and develop in ways they had not previously anticipated. The trend toward online ordering to maintain social distance has allowed many culinary franchises to thrive.

Even now, as limitations ease and the sector recovers, Internet tendencies do not appear to be going away anytime soon. Furthermore, multiple variables are pointing to the coming years being some of the greatest for restaurant franchises, which have been a reasonably resilient sector in recent years.

Prospects look good in a variety of food and drink franchises.



FOOD AND DRINK AND RESTAURANT FRANCHISES: INDUSTRY REPORT 2022

An intriguing tendency to emerge from 2022 is that the majority of successful restaurants have been franchises, with only a small percentage of closures blaming commercial failure. Strong real estate, positive performance in the restaurant industry's food and beverage sector, and low financing rates are propelling franchise sales to levels not seen in years.

RESTAURANT CHAINS

A brief look at the franchise market reveals that food franchises account for roughly 30% of all such establishments in the United States and 60% of direct jobs. Many businesses, according to market surveys, have concentrated on the implementation of new technologies such as remote services, delivery, subscription boxes, drone kitchens, and even cloud kitchens.

Food franchises have traditionally attempted to meet their consumers' tastes at a time and place convenient for them, typically at home. Many restaurants have witnessed an increase of approximately 20% to 30% in online orders, with some relying entirely on them to stay profitable. In fact, most food and beverage companies and restaurant franchises are rethinking their whole business strategy to benefit from this trend.

Overall, the global market for full-service restaurants is expected to rise at a compound annual growth rate (CAGR) of 4.7% from 2020 to 2027, reaching a worth of \$1.7 trillion from \$1.2 trillion. A sizable portion of these enterprises are franchisees.

BEVERAGE FRANCHISES AND THE HEALTHY EATING MOVEMENT

From 2021 to 2026, the global beverage

sector is expected to increase at 6.96% CAGR.

Recent events have had a significant impact on how individuals eat and drink out of concern for their health. This tendency will fuel demand for immune-boosting beverages as people try to reduce their chances of being unwell.

Coffee, in particular, represents an intriguing investment potential. Over 62% of Americans drink coffee every day, implying that demand will never abate. As a result of franchises such as Biggby Coffee and Scooter's Coffee, aspiring entrepreneurs can now enter into the flourishing beverage market without having to start from scratch.

BAKERY BUSINESS OPPORTUNITIES

According to the American Bakers Association, there are almost 6,000 retail bakeries in the United States. The majority of these eateries are franchised.

This demonstrates that demand for baked items such as bread, bagels, pastries, and donuts has increased in recent years. Many franchisees either specialize in baked goods or include them as a side dish on their menus alongside burgers, sandwiches, pizzas, and other items to help steady income.

Perkins, a famous mealtime gathering place that has become an integral component of communities for decades, stands apart among industry titans such as Cinnabon and Dunkin. Perkins has a strong presence in the United States, with hundreds of restaurants and counting. It makes it simple for franchisees to enter the \$11 billion baking sector. The future seems promising for these franchise owners.

FRANCHISES FOR ICE CREAM

The ice cream industry is a tried-and-true sector for entrepreneurs to achieve their company objectives. For one thing, it is America's favorite comfort food, and it will always have a particular place in their hearts. One major trend in this sector is ice cream customization, which can be extended to other culinary niches other than ice cream and beverages.

There are numerous franchise options available, including well-known brands such as Freddy's and Cold Stone. In 2021,





Freddy's reported a \$1.68 million average unit volume, up from \$1.53 million in 2019.

GHOST KITCHENS WILL BE A MAJOR TREND IN 2022

The global market value of ghost kitchens is expected to exceed \$43.1 billion in 2022, up from \$40 billion in 2019. The idea behind a ghost kitchen is to provide a common working environment for food preparation for many eateries. Restaurant owners can save money on day-to-day operations by sharing a common facility.

This enables restaurants to provide a diversified menu at a lower cost. Many franchises allow their franchisees to offer other cuisine concepts. Combo Kitchen capitalizes on this trend by providing up to four distinct meal options from a pre-approved menu. Taco Bell is also experimenting with ghost kitchens by opening a new 1,325 square foot area, which is half the size of their usual locations.

To accommodate digital orders, Disney's

Barbecue Pit is now expanding into ghost kitchens.

Unless something dramatic happens to change this trend, experts think the market for ghost kitchens will be worth about \$1 trillion by 2021.

WHAT KIND OF FRANCHISE SHOULD YOU GET?

Opportunities for food and beverage and restaurant franchises abound in the United States, with everything from bakeries and sandwich shops to bars and coffee shops on the menu.

More shoppers in the United States will be worried about healthier eating options. Healthy eating will be a significant trend in the future. This explains why major franchisors such as Taco Bell provide vegan and vegetarian options.

Burger King, Dunkin' Donuts, Kentucky Fried Chicken, and McDonald's are among the other businesses expanding their menu with vegetarian options.

Now that you're up to date on the latest trends, it's time to start looking for a food franchise that fits your needs. Before investing in a franchise, thoroughly analyze the franchise disclosure paperwork to learn about its procedures, operations, and expenses.



BY THE NUMBERS

- In 2022, the food service business is expected to generate \$898 billion in revenue.
- 2. The food service industry's workforce is expected to rise by 400,000 jobs, reaching 14.9 million by the end of 2022.



- 3. More than half of restaurant owners predicted that it would take a year or more for business to return to normal. Food, labor, and occupancy expenses are likely to remain high in 2022, weighing on restaurant profit margins.
- 4. In 2021, 96% of operators faced supply delays or shortages of major food or beverage items, and these issues are projected to persist in 2022.
- 5. Today 51% of adults say they don't eat out as often as they would like, a 6 percentage point rise from before the outbreak.



WHAT ARE THE WORLD'S FIVE BIGGEST FRANCHISES?

You may be curious to learn more about some of the biggest franchises in the world.

Bv Sara Jenson

here are franchises all over. On your way to work each morning, you probably pass at least six franchise businesses. One of the best reasons to start a franchise is that these large-scale chains are stable.

If you're just starting out in franchising, you might be interested in finding out more about the biggest franchises in the world. After all, these companies might make you want to start your own franchise, and their experiences can show you the pros and cons of franchising.

1. McDonald's

Are you surprised? Since it started in 1954, McDonald's has become the center around which other fast-food chains revolve. But the fact that so many people have tried to copy it hasn't stopped its success around the world.

The company has global sales of more than \$90 billion and is the largest franchise network in the world. With almost 40,000 places to buy a Big Mac around the world, there aren't many places where you can't get one.

This might be another great reason to start a franchise with McDonald's. The

brand recognition is unmatched, which means you'll have customers as soon as you open your doors. Also, there are so many franchise locations that you are sure to find more than one opportunity right in your own neighborhood.

2. 7-Eleven

This chain of convenience stores has more than 10,000 stores in the U.S. alone, and it is also well-known in 16 other countries. Some locations sell gas, but everyone knows them for their Slurpees and other quick items.

This convenience store chain has faced tough competition from other gas stations



YOU'RE JUST STARTING OUT IN FRANCHISING: **YOU MIGHT BE** INTERESTED IN FINDING OUT MORF ABOUT THE BIGGEST **FRANCHISE**

and convenience stores in some areas, but 7-Eleven is still a well-known brand that makes over \$80 million in sales around the world.

This is a unique chance for people who want to be franchisees to run a business that isn't a fast-food chain. Of course, there are

both pros and cons to owning a franchise, but running a convenience store is different from the other franchises on this list.

Also, these stores tend to be smaller, which means you won't have to manage as many people as you would if you hired a full kitchen staff.

3. KFC

KFC has been known for a long time as an alternative to the usual burger-and-fries fast food experience. That has been good for business, since the chain has locations in more than 115 countries and serves more than 12 million customers every day.

KFC recently added healthier, grilled options to its menu, which makes it stand out even more from other fast food chains.

The parent company of KFC, Yum!, is always on the Fortune 500 list. Yum! owns KFC, Pizza Hut, and Taco Bell, among other brands. Because of this, these kinds of restaurants often share the same commercial space. This arrangement gives entrepreneurs more options, and they might be glad to have the chance to join this worldwide chain.

4. Subway

Since 1965, Subway has been a wellknown place for people who would rather "eat fresh" than eat fried food. Its



marketing campaign has always focused on this unique value, even bragging about how healthy its menu is compared to those of its competitors.

Subway has 42,000 sandwich shops all over the world, and it has recently opened in places like South Africa. Aside from its menu, what makes the business stand out is that many of its locations don't need their own commercial space. Instead, the business can be run out of a storefront or inside another business.

Some Walmarts have a Subway right inside the door, and Subway is still a mainstay in most malls and shopping centers.

5. Burger King

Burger King (BK) is another big player in the fast-food wars. It has 13,000 locations around the world, including 700 new ones in other countries.

With \$16 billion in sales, Burger King is still a strong rival to giants like McDonald's. For people who are thinking about franchising, this could give them a competitive edge in areas with few places to eat.

If you know of an area that doesn't have any other fast-food chains, this could be a reason to start a Burger King franchise.

Explore Your Options

Some of the pros and cons of franchising are shown by these big franchises. On the one hand, you'll have the help and marketing that come with being part of a global chain. On the other hand, you'll have to learn to do business their way.



Now Is the Time to Plan for 2023

Don't let inflation stymie your plans to invest in a franchise.

By Melissa Lewis

ven though it's fall, it's not too early to start planning for 2023. This year the U.S. inflation rate hit a 40-year high. Naturally, looking ahead to next year, continued inflation is something many people are worried about.

What can you do about inflation? You don't want idle funds sitting in your bank account as the value of the dollar goes down. You want your money to work for you.

Something you can do is put a plan forward so that your assets are making money for you. *Investing in a franchise is one of the best inflation-hedging moves you can make.*

Now is the time to start the franchising process and set your 2023 plan in motion.

INFLATION EXPLANATION

Inflation is the rate at which the value of the dollar decreases while the prices of goods and services increase. The U.S. has experienced a sustained period of high inflation since emerging from the Covid pandemic.

Inflation can be caused by:

- increased cost of raw materials.
- high demand/low supply,
- labor shortages,
- rising wages, and
- an increase in the money supply.

The country's current state of inflation has been linked to supply chain disruptions, labor market shortages, and pent-up demand (especially for services) due to the pandemic.

Experts generally agree that we have passed peak inflation and the worst is behind us, but inflation isn't going away anytime soon. Americans are likely to experience higher than normal prices into mid-2023 or longer.

HEDGE AGAINST INFLATION WITH FRANCHISE INVESTMENT

During periods of high inflation, your best bet is to diversify and invest in long-term

Investing in a franchise is one of the best inflationhedging moves you can make.

income-producing assets for low-risk, longterm returns. Investing in a franchise is an ideal way to achieve this on account of franchises' potential for high-yield returns, predictable investment timetable, and resistance to both inflation and recession. When compared to other income-producing assets like stocks and real estate, investing in a small business showed the highest annual compounded return. But a franchise isn't just any small business. A franchise already has a solid company concept, a clear business plan, and a proven track record—making it a potentially safer, lower-risk investment.

Franchises are more likely than other businesses to withstand and be successful during difficult economic times because of the franchise business model and support system.

THE FRANCHISE PROCESS

Fall is the ideal time to start the franchise process in preparation for next year. After a consultation to learn what business characteristics are important to you, you'll begin researching the franchise you're interested in.

Franchise research takes about two months, more or less. You want to do a thorough investigation of the franchise you are considering and learn everything you need to know, including:

- the financial breakdown,
- a day in the life of a franchise owner,
- lead generation strategies,
- marketing strategies,
- input from other franchisees,
- validated earnings, and
- meeting the team.

Once you've made your decision, it's time to start preparing to open your business. A service-based franchise is typically a lower investment and has a quicker time to open.



Service-based businesses operating out of an office or home-office take about three to six months to open.

These types of business typically include a four to six-week training period to set you up with everything you need for the administrative side of the business (website, phone number, business account, incorporation, etc.) and then about one week of inperson training.

Opening a brick-and-mortar retail location involves a few more steps, such as finding a location, going through the real-estate process, and a buildout. This process takes an average of 12 months, but some can take longer.

Retail business training is more hands on and comes toward the end of the opening process once you have your location, key personnel, managers, and staff.

Franchises don't open tomorrow. They are an opportunity to plan for the future, diversify, and create income-producing assets. If you start the research process now and make a decision by November, you could have a

service-based franchise open by early to mid-2023 or a retail-based franchise open by fall/winter 2023.

There are thousands of options for franchise ownership in over 300 different industries, from fitness and education to health and home services. Each industry offers unique opportunities, and they are all great long-term investments to get you through the anticipated inflation of 2023and beyond.

If you're ready to make a plan for 2023, reach out to get the franchise process started.



Melissa Lewis' straight-forward attitude and intuitive entrepreneurial spirit have been instrumental in success stories of thousands of people. Melissa started her career in franchising as an employee at a small juice franchise. One of only five in the company, Melissa needed to wear

many different hats for the business. Over a few years, Melissa helped push the company to a growth rate of over 1,000%. Her unique abilities and diverse experience were quickly recognized by a leader in the industry. For 20+ years, Melissa has found her passion helping people conquer their fears and realize their dreams through franchise ownership.



FAST-CASUAL RESTAURANTS TAKE OFF

Healthy food, new flavors, and cultural ingredients are attracting customers.

By Brian LaCour

f you're looking to start a new business in 2022, consider operating as a fast-casual restaurant. Filling the gap between fine dining restaurants and quick burger joints, fast-casual is a category packed with potential. The fast-casual restaurant market size was valued at \$125.6 billion in 2019 and is expected to reach \$209.1 billion by 2027, registering a compound annual growth rate of 10.6% from 2021 to 2027.

The market is filled with an endless number of flavors, fusions, and cultural inspiration to fit the taste of any consumer. A fast-casual restaurant combines the sit-down service of fine dining with the convenience and speed of fast-food establishments.

A few distinctions between fast-casual and fast food or fine dining business are:

- Fast food is often associated with unhealthy options, making fast-casual a more appealing choice for many.
- Fast-casual restaurants can charge more per menu item than fast food restaurants because of the additional quality of service and fresher ingredients.
- Having customers pay when they order



offers quick service for customers in a rush.

 Fast-casual restaurants can usually accommodate larger parties better than fine dining establishments.

Fast-casual franchises are in an enticing position to create unique flavors and offer fresher or more exotic ingredients than fast-food restaurants. Successful franchise brands have been taking advantage of the top fast-casual food trends to help the company stand out in a crowd. Pairing their fresh and flavorful menu options with clean safe environments helps turn curious consumers into weekly regulars.

The industry is expecting a downturn in delivery, and fast-casual restaurants will find an uptick in customers choosing to stay and eat in the dining area. That's because more and more restaurants are emphasizing the dining experience, which in turn provides customers with more social satisfaction than eating at home.

My pick within the fast-casual franchise concepts is taco brands. Who doesn't like tacos?! There are endless flavorful recipe combinations when you are running a fresh kitchen making tacos from scratch. Think about it for a moment; can you go wrong with serving the public tacos and margaritas?

Yes, there are some expensive taco franchises out there that range from \$500,000 to \$900,000.

However, there are a few options with an average investment of \$200,000 to \$400,000. While generating the same \$1.2 million to \$1.5 million in annual sales. You don't have to be a certified CPA to determine which fiscal route to take.



Brian LaCour is a certified franchise consultant. He has more than 20 years of business leadership experience in driving fiscal results, strategic planning, saving costs, increasing revenue, streamlining processes, and developing top performing teams. LaCour's passion for helping people led him to the role of president of the International Franchise

Group. Call LaCour at (561) 502-7283 or email him at blacour@internationalfranchisegroup.com.





5 First-Time Entrepreneur Tips for Starting a Food Franchise

Successful franchise owners share their experience.

By Sara Jenson

re you ready to take the plunge and open your own restaurant? Whether you've already signed paperwork and are working toward an opening date or you're just getting started, there are several levels of guidance to consider, such as following franchise requirements while still including individual touches, basic advice that will lead you to the most successful line of business, and more. However, there are some elements that a first-time buyer may overlook—lessons that others have had to learn the hard way, but that you may learn ahead of time. You can save a lot of trouble and money in the process.

Check out these five tips for the firsttime franchise (or restaurant) owner that you may not have considered. (This information was compiled through discussions with experienced and successful franchise owners.)

1. FINDING A GROOVE TAKES TIME.

Everyone has one—a groove for working swiftly and efficiently throughout the day—they simply must find it. It could take a few weeks or longer, depending on how many changes occur. But once you've found it, you'll be able to multitask like crazy, flying

through jobs with virtually full muscle memory. This is a great benefit that will help you streamline in a big way; nevertheless, don't be disheartened if it doesn't happen right away. Routines take time to establish and are frequently disrupted toward the start of a restaurant's operation. Work rhythms will become much easier to develop as others, especially customers, get the hang of things.

2. EVERYONE HAS A DIFFERENT STRATEGY.

What one franchisee did with a certain brand may or may not work for you. That's OK. Though there are a few unbreakable rules, other areas are up for grabs. Each can change depending on the franchise brand in mind. Don't feel obligated to follow in the footsteps of others, especially when it comes to features that don't feel comfortable or seem peculiar to your place. Also, don't be scared to experiment with new things. While research is always beneficial, testing out what works best for each brand is one of the most important aspects of running a successful business. That includes a business owner who isn't scared to take those chances.

If you're concerned about the hazards, you can always seek counsel from corporate or other franchisees.

3. WORKING HARD PAYS OFF.

That is correct. Every hour you work is an hour that you do not have to pay someone else. It's also an hour of crucial work completed that puts you on your path to a more profitable business. Especially in business, groundwork must be established in addition to the day-to-day duties that keep the restaurant functioning. This may imply long days or stressful periods, but in the long run, franchisees of all levels have stated that extra hours more than pay off. Especially if the fundamentals have been addressed and you can spend fewer hours or keep shorter schedules to achieve the same objectives. Not to mention the tremendous sense of success that comes from establishing your own profitable branch.

4. YOU CAN'T DO EVERYTHING.

While it is necessary to work hard, this does not imply that you should work around the clock or handle every single duty alone. Trying to do so will simply exhaust you and create an environment in which you are unhappy. Finding that balance is tough, but it is crucial for a successful opening and following business flow.

Furthermore, having an extra set of eyes can help you stay on track while also completing work more swiftly. Ask family members to assist you in getting set up or engage a manager or part-time support during the development stages to help pick up the slack. Those who assist you in building the restaurant from the ground up are more likely to feel committed to the business and stay for the long haul.

5. RESTAURANTS ARE UNRELIABLE.

That's all part of the job. Weekends and mealtimes are the busiest. National holidays will also receive more coverage than a typical Monday. Accepting these adjustments early on will allow you to absorb them better and prepare your employees. It's also worth mentioning that you'll be slow or busy for extended periods of time without notice. That doesn't mean anything is wrong. Learn to enjoy the downtime, and grit your teeth when things get hectic. Everything will even out in the end, resulting in a prosperous business that is poised for success.

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RESTAURANT TECHNOLOGY'S FUTURE BEGINS IN 2023

Today's technology has applications that benefit the restaurant business.

By David N. Smith

espite knowing that it is excellent for business and improves operations, restaurant owners are historically sluggish in adopting new technologies and digital solutions. However, in the last two decades, food and beverage enterprises have been forced to explore beyond the ordinary. Many restaurants, albeit reluctantly, have turned to technology in recent years to adapt to a new reality—one that has greater sanitary protections.

To overcome labor shortages and address difficulties that are cutting into

their profits, large restaurant chains and an increasing number of entrepreneurs are being driven to automate their operations. They are competing to set new service standards to attract techsavvy customers. According to Statista, the worldwide food technology industry was worth \$220.32 billion in 2019, and it is expected to approach \$342 billion by 2027.

As vaccines became available and customer mobility increased, restaurants were able to retain many of their new digital patrons (via online delivery and ordering). To innovate the on-premise guest experience, they used increasingly

multichannel strategies.

Let's take a look at the key technological developments that are gaining traction and may take center stage now that winter is coming.

6 IMPORTANT RESTAURANT TECHNOLOGY TRENDS

- 1. Robots and drones for food delivery
- 2. Automation of preparation lines
- 3. Virtual dining establishments
- 4. Natural language processing (NLP) chatbots for restaurants
- 5. Self-service kiosks
- 6. Augmented reality (AR)/virtual reality(VR) technology

DRONES AND ROBOTS FOR FOOD DELIVERY

A food delivery drone delivers pizza. Autonomous cars for food delivery are one of the most talked-about technologies. Because it reduces labor costs and eliminates the tipping system, it has the potential to alleviate problems for both operators and

RESTAURANTS MAY
USE TECHNOLOGY
TO PROMOTE NEW
IDEAS, STAND
OUT FROM THE
COMPETITION,
AND RUN THEIR
OPERATIONS MORE
EFFICIENTLY.

customers. According to Statista, the global online meal delivery market was worth \$107.44 billion in 2019 and is anticipated to increase at an 11.51% compound annual growth rate (CAGR) to \$154.34 billion by 2024.

Domino's has tested self-driving cars in Miami and

Las Vegas. It is now testing them in Houston, Texas. Major firms such as Google, Amazon, and Uber are already experimenting with drone deliveries. Despite their enormous promise, robotics and delivery technologies must first be properly regulated. There are several logistical and weather difficulties that must be handled. The delivery drone will require a safe landing area and will not fly in inclement weather.

We don't expect this to be widely available by year's end, but we should see some technological advances as we head into 2023.

AUTOMATION OF THE PREP-LINE

In a restaurant kitchen, a robochef plates sushi. Automation augmented by artificial intelligence/machine learning is one of the most recent technological breakthroughs. It strengthens its back-of-house presence, supporting cooking businesses in expanding capacity and operational efficiency.

By automating food preparation tasks that need cooks to execute predictable physical activities, restaurant managers can overcome labor shortages and save workers



from long tedious and repetitive tasks.

Cooki, a Sereneti Kitchen cooking robot, features an arm that can prepare meals using pre-portioned components.

The ability to produce infinite quantities of food quickly, uniformity of flavor and quality, cleanliness, and safety are all obvious advantages of deploying robochefs. Most restaurant owners will invest in robot cooks as soon as the technology becomes more affordable, allowing them to benefit from a powerful combination of human abilities and automation. This trend has a substantial impact on providers of restaurant cooking equipment.

THE VIRTUAL KITCHEN

Virtual kitchens are sometimes known as ghost kitchens, cloud kitchens, or dark kitchens. This kitchen is a less expensive restaurant variation that primarily focuses on off-premise sales. In general, a ghost kitchen is only accessible for delivery. Some may, however, provide takeout. The biggest

cost savings in this strategy come from not having to pay for on-premise dining space. Virtual restaurant enterprises must overcome the challenge of developing a strong online presence and providing point of sale solutions. The global cloud sector was valued at \$43.1 billion in 2019 and is anticipated to increase to \$71.4 billion by 2027, according to Statista. An engaging website, active social media, and cooperation with meal delivery app development companies and restaurant recommendation sites are still in the works.

NLP CHATBOTS FOR RESTAURANTS

Chatbots are a relatively new restaurant technology that is gaining popularity. They can be made rapidly, with minimal effort, and can connect to a variety of communication routes. Existing chatbots that incorporate natural language processing (NLP) technologies may provide a more personalized experience. They are available 24 hours a day, seven days a week to



help consumers place meals, reserve tables, and answer FAQs. Some of the things your chatbot can accomplish are as follows:

- Recommend dishes
- Suggest food and beverage pairings
- Make payments
- Request feedback
- Play trivia games
- Declare upcoming events
- Make promos available
- Tell jokes!

Chatbots can save time for restaurant personnel while also improving the customer experience. Someone working down the street, for example, might want to use your chatbot to reserve a table for lunch. In this case, you may use the interactive chatbot to take orders and have them ready to serve when customers arrive, saving them time, and allowing you to increase table over-rate during peak hours.

SELF-SERVICE KIOSK

In comparison to other technologies, self-ordering kiosks attracted the most

customer attention last year. Self-ordering kiosks cater to the needs of young techsavvy consumers who are accustomed to using digital screens. This technology is also being introduced by quick-service restaurants. Statista forecasts the global interactive kiosk industry in 2020, 2021, and 2025. The projection for 2028 is \$45.32 billion, with a CAGR of 6.9% from 2021 to 2028. The self-service kiosk provides the following advantages to quick-service restaurants:

- Upselling is done automatically. All of the existing add-ons and combo deals are available for marketing at the selfordering kiosks.
- Lines at the counter are shorter. By dividing the lines into two sections, you lighten the employees' load during peak hours and reduce client wait time.
- Improved order accuracy. Because the consumer can see what they're ordering, this technology improves order accuracy.

With self-service ordering kiosks, restaurants see an increase in revenue, and

customers feel more at ease. The advantages of self-ordering devices are becoming increasingly apparent as more eateries adopt new technologies.

AR/VR TECHNOLOGY

The use of AR/VR technology in the restaurant business cannot reduce the amount of errors, but it can perform real-time rectification. This technology will aid in reducing the number of human errors caused by inattention or mismanagement.

AR technology in restaurants is getting increasingly popular. KabaQ (www.kabaq. io) is one such example. It provides a comprehensive list of 3D menus that assist customers in understanding the ingredients and the end result of the process.

Magnolia Bakery is another example. Through AR/VR, the bakery visually puts beautiful cakes on the table, allowing consumers to choose the style of cake decorating they want right from their table.

Another example is Treasury Wine Estates' 19 Crimes wine, which has built an AR-based software that narrates its story to clients.

WRAPPING UP!

This pandemic has jolted the whole food and beverage industry, and restaurateurs should emphasize the use of technology to take advantage of technological trends, make changes more quickly, and reduce labor stress. Restaurants may use technology to promote new ideas, stand out from the competition, and run their operations more efficiently. These restaurant technology advancements free up time and energy to focus on satisfying guests and creating a unique and unforgettable dining experience, whether on or off-premises.



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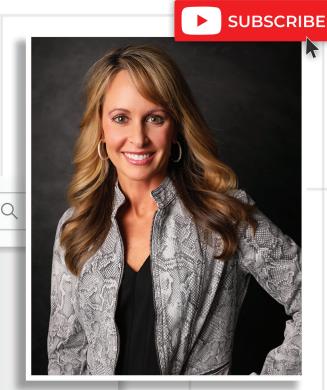


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TOP 100 FOOD + DRINK AND RESTAURANT FRANCHISES

FRANCHISOR	FOUNDED	FRAN. SINCE	INITIAL INVESTMENT	CONTACT	PHONE	WEB ADDRESS
Le Macaron French Pastries	2009	2012	\$84,350 - \$361,500	Rosalie Guillem	(321) 626-7988	www.lemacaronfranchise.com
Andy's Frozen Custard	1986	2003	\$528,500 - \$1,387,500	Carol Kuntz	(417) 881-3500	www.eatandys.com
Bahama Buck's	1989	1993	\$303,700 - \$956,338	Blake Buchanan	(806) 771-2189	www.bahamabucks.com
Beef O'Brady's Family Sports Pub	1985	1998	\$806,825 - \$1,288,350	Heather Boggs	(813) 226-2333	www.beefobradys.com
Beermiscuous	2014	2017	\$272,000 - \$388,150	Ryan Rutledge	(773) 698-6824	www.beermiscuous.com
Ben's Soft Pretzels	2008	2013	\$107,200 - \$339,500	Jillian Koeneman	(586) 899-9039	www.benspretzels.com
Better Than Sex	2008	2017	\$241,650 - \$320,900	Dani Johnson	(305) 296-8102	www.betterthansex.com
Big Smoke Burger	2007	2011	\$184,500 - \$417,500	Mustafa Yusuf	(905) 764-7066	www.bigsmokeburger.com
Billy Sims BBQ	2004	2008	\$169,200 - \$433,100	David Harris	(855) 266-6371	www.billysimsbbq.com
Blimpie Subs & Salads	1964	1970	\$74,780 - \$403,450	Eric Lefebvre	(480) 362-4800	www.blimpie.com
Bojangles' Famous Chicken 'n Biscuits	1977	1978	\$1,637,434 - \$2,359,000	Chris Hack	(864) 979-3330	www.bojangles.com
Breadsmith	1993	1993	\$354,250 - \$399,900	David Wright	(952) 920-2778	www.breadsmith.com
Bruster's Real Ice Cream	1989	1993	\$229,200 - \$1,315,000	Jim Sahene	(724) 774-4250	www.brusters.com
Bubbakoo's Burritos	2008	2015	\$131,500 - \$398,000	Bill Hart	(732) 974-8444	www.bubbakoos.com
Burger 21	2010	2011	\$428,247 - \$1,085,164	Julie Anderson	(813) 327-7870	www.burger21.com
Cafe2U	2000	2005	\$109,146 - \$154,621	Martyn Ward	(0) 845-644-4708	www.cafe2u.co.uk
Calexico	2006	2011	\$90,250 - \$1,329,600	Jesse Vendley	(347) 763-2129	www.calexico.com
	2011	2013		John Miller	. ,	
CaliBurger			\$292,000 - \$774,000		(206) 801-7562	www.caliburger.com
Camille's Ice Cream Bars	2010	2011	\$152,400	Scott Maltz	(415) 254-3553	www.camillesicecream.com
Capriotti's Sandwich Shop, Inc.	1976	1980	\$480,000	Bruce Evans	(702) 522-2496	www.ownacapriottis.com
Carvel	1934	1947	\$250,600 - \$415,500	Kat Cole	(404) 255-3250	www.focusbrands.com
Ceviches by Divino	2011	2017	\$129,400 - \$261,400	Frank Encalada	(786) 409-4634	www.cevichesbydivino.com
Chocolate Chocolate Company	1981	2002	\$178,300 - \$250,500	Rosalie Abel	(888) 222-7710	www.chocolatechocolate.com
Cinnaholic	2010	2014	\$225,000	Spencer Reid	(404) 844-8661	www.cinnaholic.com
Coconut's Fish Cafe Franchise LLC	2009	2013	\$412,750 - \$808,750	Azeka Center	(808) 875-9979	www.coconutsfishcafe.com
Cousins Maine Lobster	2011	2014	\$175,900 - \$828,700	Jim Tselikis	(614) 448-1256	www.cousinsmainelobster.com
Craft Beer Cellar	2010	2012	\$60,325 - \$182,000	Suzanne Schalow	(617) 993-3214	www.craftbeercellar.com
Crazy Pita Rotisserie & Grill	2006	2018	\$351,000 - \$570,000	Mehdi Zarhloul	(702) 896-7482	www.crazypita.com
Daily Jam	2011	2018	\$501,500 - \$1,194,220		(480) 968-9288	www.mydailyjam.com
Deezfruta	2016	2018	\$99,850 - \$135,900	David Lamb	(786) 350-5017	www.deezfruta.com
Deli Delicious	1996	2008	\$122,300 - \$467,850	Mohammad Hobab	(559) 448-9444	www.deli-delicious.com
Dunn Brothers Coffee	1987	1994	\$385,200 - \$609,600	Kim Plahn	(651) 209-3378	www.dunnbrothers.com
East Coast Wings + Grill	1995	2004	\$661,375 - \$1,098,570	Mark Lyso	(336) 760-4985	www.eastcoastwingsfranchise.com
Eggs Up Grill	1986	2005	\$462,330 - \$653,680	Ricky Richardson	(864) 310-2408	www.eggsupgrill.com
Extreme Pita	1997	1998	\$175,760 - \$406,250	Ankit Patel	(867) 633-4716	www.extremepita.com
Flame & Skewers	2008	2014	\$295,300 - \$459,600	Nabeel Mansour	(661) 328-1400	www.flameandskewers.com
Freshii Development LLC	2004	2008	\$170,000 - \$470,500	Matthew Corrin	(647) 350-2001	www.freshii.com
Fuel Recharge Yourself	2009	2016	\$214,725 - \$380,500	Rocco Cima	(215) 922-3835	www.fuelrechargeyourself.com
Getfried Fry Cafe	2015	2015	\$136,250 - \$275,500	Mark Lyso	(336) 760-4985	www.getfried.com
Go Burrito	2013	2016	\$435,000 - \$962,000	Michael Wetzel	(704) 754-4755	www.goburrito.com
Go! Go! Curry	2006	2018	\$366,780 - \$777,300	Tomoko Omori	(917) 789-6992	www.gogocurryamerica.com
Golden Krust Caribbean Restaurant	1989	1996	\$225,900 - \$687,000	Omar Hawthorne	(718) 583-0360	www.goldenkrustbakery.com
Good Stuff Eatery	2008	2014	\$1,029,500 - \$1,338,500	Harvey Mendelsohn	(202) 543-8222	www.goodstuffeatery.com
Great Harvest Franchising Inc.	1976	1978	\$144,100 - \$630,930	Mike Ferretti	(734) 996-8890	www.greatharvest.com
Grumpy's Restaurant	2001	2019	\$375,850 - \$675,900	Daniel DeLeon	(904) 219-1741	www.grumpysrestaurantco.com
Gyro Shack	2010	2015	\$172,400 - \$518,900	Seth Brink	(208) 853-5840	www.gyroshack.com
Gyroville	2010	2014	\$271,845 - \$346,995	David Kurlander	(954) 533-7551	www.gyroville.com
HoneyBaked Ham	1957	1998	\$291,700 - \$516,500	Sarah Reaves	(678) 966-3399	www.honeybaked.com
HuHot Mongolian Grills	1999	2002	\$984,000 - \$1,219,000	Andy Vap	(406) 251-4303	www.huhot.com
Jon Smith Subs	1988	2002				
			\$332,500 - \$637,984	Ngoako Makgakga	(561) 833-5999	www.jonsmithsubsfranchise.com
Juice It Up!	1995	1998	\$214,375 - \$377,475	Susan Taylor	(949) 475-0137	www.juiceitup.com

INDEPENDENT GUIDE TO THE BEST FRANCHISES

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FRANCHISOR

FRANCHISOR	FOUNDED	FRAN. SINCE	INITIAL INVESTMENT	CONTACT	PHONE	WEB ADDRES
L&L Hawaiian Barbecue	1976	1991	\$133,700 - \$535,000	Josie Akana	(808) 951-9888	www.hawaiianbarbecue.com
Mango Biche Mia	2015	2018	\$56,350 - \$90,600	Manuel Felipe Romero	(786) 506 6794	www.mangobichemia.com
Marble Slab Creamery	1983	1984	\$293,085 - \$376,135	Kim Rogers	(707) 631-3420	www.marbleslabfranchise.com
Maui Wowi Hawaiian Coffees & Smoothies	1982	1997	\$76,400 - \$569,000	Eric Lefebvre	(480) 362-4800	www.mauiwowi.com
McAlister's Deli	1989	1994	\$772,000 - \$2,119,500	Melissa Kaminski,	(601) 940-8539	www.mcalistersdeli.com
Melt Shop	2010	2017	\$426,946 - \$767,369	Aarti Mehta	(212) 759-6358	www.meltshop.com
Mooyah Burgers, Fries, & Shakes	2007	2007	\$397,750 - \$559,400	Tony Darden	(855) 666-9247	www.mooyah.com
My Friend's Place	1980	1990	\$156,650 - \$260,400	Heather Carmichael	(323) 908-0011	www.myfriendsplace.org
NrGize Lifestyle Cafe	2006	2006	\$57,910 - \$341,050	Jay Goldstein	(480) 362-4800	www.nrgizejuice.com
Orion Food Systems LLC	1982	1993	\$59,500 - \$140,000	Tim Schende	(605) 201-0610	www.orionfoods.com
Panini Kabob Grill	1997	2017	\$795,000 - \$1,995,000	Mike Rafipoor	(949) 788-1620	www.paninikabobgrill.com
Peace, Love and Little Donuts	2009	2016	\$121,200 - \$235,100	Ron Razete	(330) 653-9568	www.peaceloveandlittledonuts.com
Penn Station East Coast Subs	1985	1987	\$347,955 - \$556,804	Sarah Baker	(513) 910-4891	www.penn-station.com
Philly Grill Franchises	1993	2016	\$200,000	Ron Fine	(561) 502-1900	www.thephillygrill.com
Pizza Ranch	1981	1984	\$1,127,500 - \$2,526,500	Jeffrey B. Anderson	(712) 707-8800	www.careers.pizzaranch.com
Point Break Poke House	2016	2018	\$199,950 - \$392,900	Robert Garrett	(754) 200-4555	www.thepokehouse.com
Poke Life	2017	2018	\$174,750 - \$438,500	Elizabeth Sanchez	(415) 655-3515	www.pokelifesf.com
Poke Rainbow	2016	2018	\$142,950 - \$218,400	Leo Wang	(818) 453-3603	www.pokerainbow.com
Poki Bowl	2015	2017	\$169,750 - \$326,500	Charlie Le		www.pokibowl.com
Popbar	2010	2010	\$217,000 - \$458,400	Reuben BenJehuda	(212) 255-4874	www.pop-bar.com
Odoba Mexican Eats	1995	1997	\$754,000 - \$1,566,000	Ben Fasnacht	(858) 766-4596	www.qdoba.com
Rachel's Kitchen	2006	2009	\$250,000 - \$550,000	Debbie Roxarzade	(702) 629-6100	franchise.rachelskitchen.com
Rascal House	1980	2003	\$386,700 - \$694,700	Niko Frangos	(216) 812-7116	www.rascalhouse.com
RedBrick Pizza	1999	1999	\$201,400 - \$538,200	Rita Moran	(916) 774-0558	www.redbrickpizza.com
Repicci's Italian Ice & Gelato	1998	2005	\$152,150 - \$176,400	Frank Repici	(720) 935-7497	www.italianice.com
Rising Roll Franchising Company LLC	2003	2003	\$68,800 - \$427,500	Mike Lassiter	(901) 308-0561	www.risingroll.com
Russo's New York Pizzeria Inc.	1994	1998	\$454,350 - \$1,495,500	Anthony Russo	(855) 978-7767	www.nypizzeria.com
Rusty Taco	2010	2010	\$529,817 - \$796,325	Paul Brown	(866) 657-6642	www.rustytaco.com
Saladworks	1986	1992	\$415,273 - \$596,455	Kelly Roddy	(610) 646-1471	www.saladworks.com
Savory Spice Shop	2004	2009	\$187,386 - \$309,653	Mike Johnston	(888) 677-3322	www.savoryspiceshop.com
Slim Chickens	2003	2013	\$800.000 - \$2,000,000	Jackie Lobdell	(630) 300-4798	www.slimchickensfranchise.com
Sloan's Ice Cream	1999	2012	\$587,952 - \$896,600	Sloan Kamenstein	(561) 833-4303	www.sloansicecream.com
Smiling Moose Rocky Mountain Deli	2003	2008	\$315,300 - \$685,000	Rich Eisenberg	(303) 530-2700	www.smilingmoosedeli.com
Smokin' Oak Wood-Fired Pizza	2015	2016	\$388,000 - \$687,300	Matt Mongoven	(800) 656-0779	www.smokinoakfranchise.com
Subway	1965	1974	\$150,050 - \$328,700	Kelsey Bauer	(203) 877-4281	www.subway.com
Taste of Mediterranean	2004	2007	\$98,800 - \$287,400	Sam Hussein	(416) 821-5561	www.tasteofmediterranean.ca
Teriyaki Madness	2003	2005	\$313,500 - \$653,860	Michael Haith	(303) 808-4149	www.teriyakimadness.com
The Donut Experiment	2012	2015	\$274,000 - \$323,500	Doug Schadle	(941) 896-3172	www.thedonutexperiment.com
The Flying Biscuit Cafe	1993	2006	\$442,500 - \$737,000	Daryl Dollinger	(404) 403-9766	www.flyingbiscuit.com
The Great Steak & Potato Co.	1985	1986	\$133,500 - \$519,050	Jaime Montoya	(866) 452-4252	www.thegreatsteak.com
The Pizza Press	2012	2014	\$455,350 - \$791,500	Dara Maleki	(714) 932-7251	www.thepizzapress.com
Totally Nutz	1990	2014	\$59,872 - \$258,400	Yvette Barker	(435) 986-0999	www.totallynutzfranchise.com
UCBC Bagels	2010	2017	\$182,900 - \$433,900	Charles Sahlia	(203) 594-9280	www.ucbcnewcanaan.com
Waters Edge Wineries	2004	2012	\$218,088 - \$758,622	Mark Mitzenmacher	(909) 468-9463	www.watersedgewineries.com
We're Rolling Pretzel Co.	1996	2000	\$91,000 - \$223,000	Kevin Krabill	(330) 823-0575	www.wererolling.com
Yogen Fruz	1986	1987	\$123,179 - \$459,679	Sarah Kulbatski	(905) 479-8762	www.yogenfruz.com
Your Pie	2008	2008	\$364,750 - \$710,000	Drew French	(404) 855-5338	www.yourpie.com
Zaxby's Franchising Inc.	1990	1994	\$284,000 - \$664,300	Tray Doster	(877) 892-9297	www.yourpie.com www.zaxbysfranchising.com
Zoup! Systems LLC	1998	2003	\$357,900 - \$650,500		(800) 940-9687	www.zoupfranchise.com
Loup: Jysicilis LLC	1330	2003	3331,300 - 3030,300	Eric Ersher	(000) 340-3001	www.zoupiiaiiciiise.c0iii

DISCLAIMER: Our magazine is not an offer to sell a franchise, and is not directed to any reader to buy any franchises. The companies are not listed by rank. Our team carefully researched the listed information. The company information may change; please make sure to check and contact the company directly.

WEB ADDRES



Smart Investing During a Recession—Bet on M.G.F!

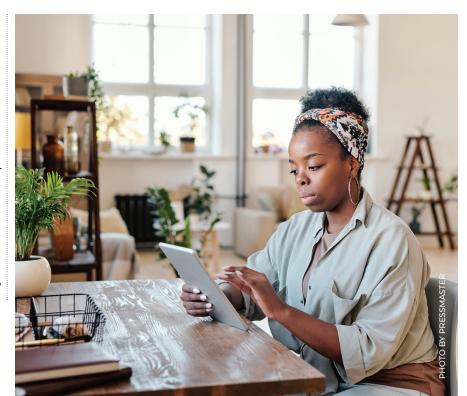
Points to consider in a new venture.

By Tiffany Dodson

re we in a recession? Most define a recession as a fall in gross domestic product (GDP) for two consecutive quarters. Well, GDP for first quarter 2022 was down 1.6% and second quarter down 0.6%. Sources state that third quarter should have a positive change. I'm not an economist; yet, many of us see rising costs for essentials, higher prices at the gas station, and an increased prime interest rate and know that a bumpy ride looms ahead.

Is it really the right time to invest in a new business or expand?

During The Great Recession of 2008, my business partner and I greatly expanded, adding on new area development rights with our franchisor. When we considered investments like stocks or time in a career



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controlled by an employer, we chose instead to invest in "my goals and future" (M.G.F.)! And we did so through a franchise where we had a road map and fellow travelers (aka neighboring franchisees) joining us on the business journey. We knew that no one would work as hard to secure our future as we would!

This is not to say that owning a franchise is easy or a golden ticket to avoiding a recession's impact. It requires hard work and smart decisions.

Why I Grew in a Recession

One after another, from the mid-1990s through the early 2000s, I saw hard working family members and friends with great careers experience a lay-off or career disappointment. Often, this set-back had little to do with them and more to do with the business itself. Not wanting to rely on a corporation for financial security, I struck out as a business owner by becoming a franchisee in 2002. Twenty years later, I have no regrets. I passed my original goals and set new ones.

What Others and I Considered in the Investment

Buying your first business or expanding an existing one may not seem like a natural step when the economy is shaky. Here is a list of things to consider:

Buying your first business or expanding an existing one may not seem like a natural step when the economy is shaky.

- What are my short-term and long-term goals, including not just financial but also lifestyle and family goals? How will my current path likely work? How could business ownership or business expansion serve my goals?
- When examining the financial plans, make three budgets-bad, good, and out of the park. If bad happens, can you keep a roof over your head and food on the table?
- If expanding, do you have the team in place to support the existing business structure?
- Is your spouse/significant other on board? If not, it can make the new venture much more challenging.
- Have every investor in every meeting from the very beginning. This way, all parties have their questions answered, and surprises are likely avoided.
- When seeking advice, ask experts with business experience. You would not ask your accountant neighbor for advice if you have heart attack symptoms—you would seek a medical expert! So, talk to those who are not only functional experts, but also small business owners themselves. I have seen well-meaning

- family and friends with no business ownership experience counsel wouldbe business owners. Often they speak from a position of fear, as that emotion kept them from making the same leap. Speak with someone who took the leap.
- In any business endeavor, there will be bumps. Hanging a sign and flipping on the Open sign will not drive in the necessary traffic. Do you have the grit to overcome speedbumps? Having the mental fortitude to find a way to make it work vs. bending to circumstances will advance your success.

Are you ready to ride the next wave? Whether we have a financial downturn, or an uncomfortable bump, is your M.G.F. a better investment?

"The future belongs to those who believe in the beauty of their dreams."

-Eleanor Roosevelt



With over 25 years of franchise experience, Tiffany Dodson, CFE, holds deep roots from senior marketing roles at well-known international franchises to recognition as a top performing franchisee, Master Developer, author, and speaker. Find Tiffany at The Salt Suite, and reach her at Tiffany@TheSaltSuite.com.





WHY DO GOOGLE AND FACEBOOK HAVE YOUR CRITICAL CUSTOMER DATA?

Own your data and own your future.

By Stephen Gould

ithout critical customer data, businesses are left stumbling around in the dark. Data provides necessary insight. For brick-and-mortar franchises, obtaining customer data is a critical component to grow a thriving business. It enables your franchise to segment its customers by demographics, preferences, and extremely powerful customer behaviors and patterns. However, far too often, businesses lean on third parties like Google or Facebook for their data acquisition and, even worse, are limited to using only those platforms for critical customer engagement. This is problematic for many reasons and proves to be incredibly limiting.

Third party data is often inaccurate and

unreliable. Pitney Bowes commissioned a study conducted by Forrester Consulting that noted hesitancy by businesses to use third party data and cited accuracy as a concern. For example, one study found that a particular data vendor had identified 84% of their users as both male and female. The other concern is tracking. With browsers allowing users to block cookies, online audiences have become harder to track. A survey by Flashtalking found that 64% of advertisers' tracking cookies were being rejected or blocked by their browsers.

Data doesn't have to be left to third parties, however. Businesses can acquire and own their data, which has these benefits over leaving it to the likes of Google, Facebook, Point of Sale Systems such as Square, and even credit card companies, like Capital One:

1. IMPROVED SEGMENTATION AND TARGETING

Segmenting and targeting customers is important since it enables a franchise to personalize messaging—and personalization is especially effective at driving repeat engagement and loyalty over time. Third party platforms like Facebook do allow you to target users to some extent; however, the targeting is limited. For example, with a restaurant franchise, Facebook is not going to tell you how many of your followers were on the premises during lunch on a Tuesday. And it also won't tell you which users typically come only for happy hour or haven't visited your establishment in the last 30 days. Instead, using technology in your favor—like capturing contact information through free access to your venue's WiFi hotspot-helps you to not

Do you trust Google and Facebook to give you full access to your customers?

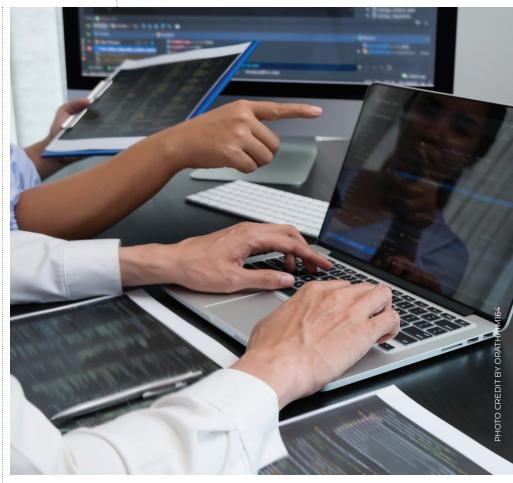
only know your customers' behaviors-like how often and what days and times they visit-but also provides a means of communication via SMS and email. Messages could also be sent instantly or on a schedule. For example, repeatedly receiving the "Weekday Lunch" newsletter is frustrating to someone who only comes to see live bands on the weekend. This leads to the second benefit.

2. ENHANCE COMMUNICATION AND **BUILD BETTER RELATIONSHIPS**

When you own your customer data, you can build stronger customer relationships. It proved especially useful during Covid when restaurants and hotels needed to pivot and distribute updates, offers, and incentives to sustain revenue direct outreach. Here's an example:

A small breakfast franchise used customer data acquired when customers accessed its free Wi-Fi. That provided instant access to over 5,000 loyal customers and, through simple text greetings, enabled them to acquire over 3,000 loyal social media followers, all with a single, simple click. During Covid, the franchise had to close its dining rooms, so it pivoted to take-away breakfast orders. But in that confusing and tumultuous time, that failed to gain traction—until it launched an integrated campaign that used text messaging and a social media campaign. The one-to-one text message provided a preview of the social media campaign that incorporated pictures of its take-away set up and the message, "we're serving breakfast." It was a tremendous success with business tripling the very first weekend. Owning their data and having the platform to talk directly to customers via text messaging was the key and amplified social media efforts.

But even in less uncertain times, the ability to communicate with customers hinges on solid data that can be segmented and targeted. Our article "Social Gravity: Hacking the Social Media Algorithm to Further Guest Engagement" further explains why this effort dramatically expands exposure on social media.

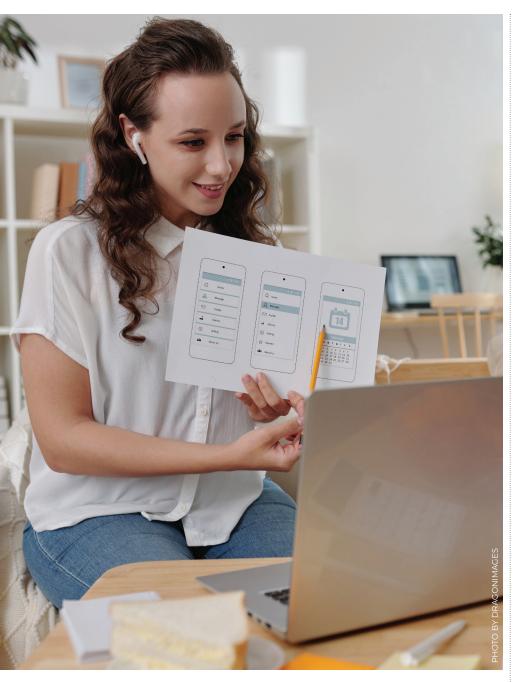


3. UNDERSTAND AND DRIVE **CUSTOMER BEHAVIOR**

While communication with customers is critical, it's the stepping stone to driving behavior. Imagine being able to fill empty restaurant seats on your slowest night, or motivating customers who buy only beers at a sports bar to purchase food, or transforming a one-time customer into a repeat

Modifying behaviors requires one thing: you must know current behaviors. To accomplish these behavioral changes, the right message must be sent at the right time to the right person. Or in a nutshell, it must be personalized beyond plugging in the customer's name and be relevant to the customer, like knowing that they are regulars on Saturday night.

Here's how owning your data accomplishes this using the sports bar franchise as an example. When a customer has provided his or her information and is following the establishment on social media. it creates an opportunity. Through the data analytics, you can pinpoint the customers that come only to Happy Hour on Fridays and always leave by 7 p.m. The next Friday, when they walk into your sports bar, based completely on knowing their behaviors, they receive a highly customized SMS message with an offer for a buy-one-get-one entree after 8pm that introduces them and a friend to vour food. Next Friday when this customer comes in, they will be more likely to consider staying for dinner—thus increasing sales by knowing the customer's behavior and then encouraging the customer to modify it.



4. ENGAGE WITH CUSTOMERS 24/7

Owning your customer data also means you can not only connect with your customers outside of your brick-and-mortar establishment, but can connect with them anytime, anywhere with extreme reliability. This is in contrast to a social media post that you hope might be shown to 2% of your followers. This is a huge departure from one-off interaction and enables franchises to deliver the social media post directly to the customer's phone at the exact time they desire. Why is making social media efforts successful important? According to a Sprout Social poll, 68% of consumers agree that social media enables them to interact with brands and companies.

But the social media platforms don't give the company the ability to control the exposure to their followers. By owning your own customer data, you can integrate your data with your tools and leverage the social media platforms to directly and reliably target your customers and dramatically increase your return on investment from your social media efforts. Plus, when customers engage with your posts, it breeds loyalty.

5. OWNED DATA CAN BE TRACKED AND ANALYZED ACROSS FRANCHISE LOCATIONS

With owned data, you can build customer profiles, track all your locations visited, and

Do Google and Facebook allow you full access to your customer data?

send out standardized and consistent brandoriented messaging throughout your franchise network—regardless of which location the customer originally visited. It provides the opportunity to track customers across stores and send highly tailored messages based on each unique location, groups of locations, or the entire franchise. Further, integrating the entire franchise network allows for powerful franchise-wide engagement campaigns, such as rewards for visiting multiple locations. You can even segment your data to send alerts about new openings or regional specials and more for a specific customer's area.

SUMMARY

When it comes to operating a thriving franchise business through the use of integrated technologies, the value of owning your data instead of leaving it to a third party has become crucial. Hyper-segmentation, real time communications, understanding behaviors, and building high-value relationships with your customers ultimately can mean the difference between success and failure, especially for brick-and-mortar franchises in a digital age where customers expect personalization and a personal touch.



Stephen Gould is an entrepreneur with a successful history providing guest-engagement software solutions for the hospitality industry. He is the founder and CEO of NConnections. He holds a bachelor's degree in computer science from the University of Central Florida. Before transitioning to technologies within the hospitality industry, Steve worked in government contracting and

Internet security for 18 years. He led research programs, authored development methodologies, and built and delivered software products across the globe.

In 2014, Steve returned to his software development roots to build and launch the CogoBuzz and MyConcierge initiatives. Steve's vision of a fully integrated solution of everyday communications technologies to include Wi-Fi, text, email, digital displays, customer relationship management, and social media using an open architecture enables his customers to employ a highly customizable and personal engagement platform around the guest's individual behaviors. And, with the innovative use of an open architecture, CogoBuzz can integrate with any existing modern application the customer may have already put into use.



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Fast-Casual Has Become Fast-Transition

Dining behaviors developed during Covid continue to impact the food business.

By Madeline Jones, Esq. / Lynne Shelton, Esq.

s our society transitions out of pandemic times, it seems some of our old habits are here to stay. While inperson shopping and dining used to be the only options, delivery and curbside pickup are still highly desirable to consumers even as government regulations lift. This trend is unlikely to change based on current market projections. The general consumer mindset has shifted with food trends, focusing on quality of ingredients and importance of health. However, the intersection of quality ingredients served quickly in a "fast-casual" setting meets society's interest in health, while maintaining the speed needed for our fast-paced day-to-day life.

Fast-casual restaurants are those which offer faster service than traditional full-service restaurants, focusing on healthier ingredients and higher food quality, while maintaining a quick turnaround time to incentivize fast yet healthy meals to those constantly on the move. Between 2022 and 2026, the global fast-casual restaurants market is expected to grow by \$186.27 billion, accelerating at

a compound annual growth rate of 12.41% during the forecast period.

Through the pandemic, our society seems to have renewed interest in the importance of time. As a franchise opportunity, fast-casual restaurants provide a niche for those

interested in established brand loyalty, while maintaining the focus and importance of quality and health in the restaurant industry. Fast-casual restaurants are accessible to a wide range of consumer bases, depending on the offerings and the demand in the particular



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LEGAL ADVICE

Between 2022 and 2026, the global fast-casual restaurants market is expected to grow by \$186.27 billion, accelerating at a compound annual growth rate of 12.41% during the forecast period.

locality. By focusing on a need in the market for every day, reliable options, fast-casual restaurants provide a unique business opportunity in every demographic margin.

Although owning your own restaurant can be daunting, doing so under the umbrella of an established franchise with brand value. investing in a fast-casual restaurant will give you the best of both worlds. The opportunity to establish a business under an already recognized name with an established operation plan creates a unique opportunity for restauranters looking to open a business with lower start up costs and lower overhead overall than traditional full-service restaurants. The fastcasual business model requires less square footage, as well as fewer employees working at any given time to operate the business. By keeping overhead lower, fast-casual restaurant franchisees have the space and time to increase their profit margin, without being bogged down with operating and maintaining a full-service restaurant.

With the work-from-home business model on the rise, many have begun to use the many delivery options technology has made available, particularly in more metropolitan areas. As technology increases the ability to work from home, fast-casual restaurants, where a quick and healthy lunch or dinner is available at your doorstep in minutes, have become a staple for many working people, evidenced by the rise of ghost kitchen franchisee models appearing throughout the country.

The advent of ghost kitchens has changed the fast-casual restaurant industry considerably. A ghost kitchen refers to a fast-casual restaurant that is solely a kitchen, without a dining room. Although ghost kitchens are only recently gaining traction, Euromonitor International predicts the overall industry is expected to reach a total valuation of \$1 trillion dollars by 2030. In theory, a ghost kitchen is created to cater specifically to food delivery services to meet consumer demand. Although the fast-casual restaurant industry maintains store fronts in the traditional sense, the inclusion of ghost kitchens has enabled many to open up profitable restaurants, despite



being primarily centered around food delivery, rather than traditional, in-person customers.

As our societal perception of food and access to it continues to change, fast-casual restaurants seem to be the most adaptable in our unprecedented times. Whether you

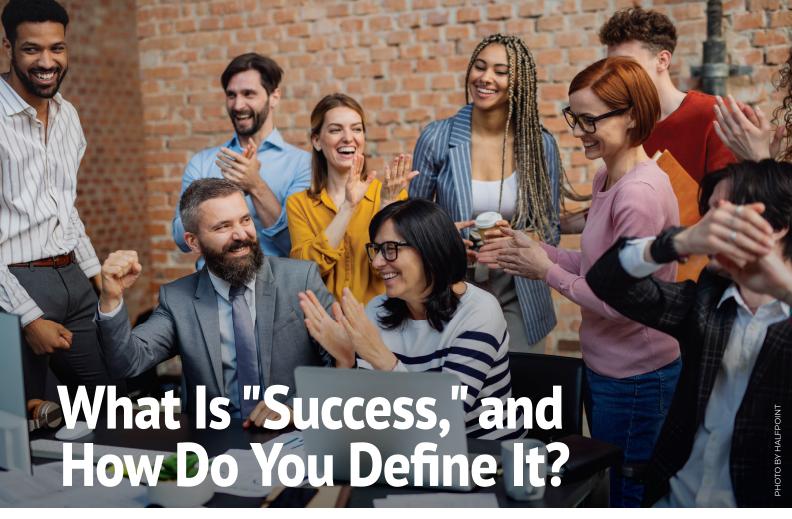
decide to pursue a fast-casual restaurant opportunity or simply a ghost kitchen, keeping the focus on high quality ingredients and food product while maintaining a fast turnaround time is sure to bring success in years to come.

Madeline Jones is a recent graduate from McGeorge School of Law concentrating in intellectual property law. Additionally, she works as an attorney at Shelton Law & Associates working primarily with franchises, providing guidance and support regarding formation and maintenance of the franchise. Madeline enjoys the multitude of pieces which combine to make up the overall puzzle of a promising and growing franchise as well as the variety of individuals, services, and products associated with each franchise concept.

In a previous life, **Ms. Shelton** was a franchisor of a large franchise system and is currently the senior attorney for Shelton Law & Associates (SLA) franchise law firm, as well as a franchisor owner in an international franchise system, and CEO of an international non-profit company specializing in teaching entrepreneurship to young adults. SLA attorneys have 50+ years' business consulting, franchise, and trademark experience. Their knowledge facilitates an understanding of a large variety of businesses, services, and technologies. They help businesses protect their brands through trademark, copyright, and business contractual transactions. These services allow SLA to "Expand their Brand®" through Franchising. For franchisors, SLA provides full outsourced in-house counsel.

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For more information or to schedule a customized consultation for your business, you can write to franchising@ SLA.Law or call (866) 99-FRANCHISE.



Once you've defined success for your business, it's time to measure your progress.

By Sara Jensen

company's success is often assumed: money, a consistent consumer base, or even new locations. Whatever the goal for a business, achieving it is considered successful, in whatever form or duration that may take.

But what really is success? It all depends on the individual and their goals. Profitability is defined as a success by some (on whatever scale). Others define it as paying off debt in a set amount of time. It could simply just be making ends meet while loving one's job, or keeping current customers happy while attracting new ones.

Success can mean different things to different people. It just depends on what each business owner wants and how long they're willing to wait to get there.

RUNNING THE NUMBERS

However, success must be defined before it can be quantified. (After all, how can you find what you're searching for if you don't know what you're looking for?)

After you've defined what success means to you—or rather, what you want to achieve—it's time to look at the big picture. Examine how much you've invested, how much you're bringing in, how much you're paying out in expenses, how many people are served each day, and other factors. You can also inquire about client satisfaction (give coupons or a free item with purchase) to learn how others perceive your success or lack thereof. (How people look at your business will be a key part of assessing those metrics and weighing the merits and negatives of your business.)

The figures can then be compared to or against one another to measure your level of success.

Another factor to consider is your own satisfaction, both at work and in your personal life. Though putting in extra hours is normal (especially in the beginning), it should not be excessive. Though money is important, it is not worth laboring to the point where you (or anyone) dislikes going to work every day. That is a bad habit that will harm your work ethic and build animosity toward the company and its brand.

THE MEASURING PROCEDURE

After the data has been acquired, it is time to plot it. Look at growth rates, how numbers have changed over time, and how they continue to vary with weather changes, offers, and more.

Setting goals might also help put these outcomes into context. (Another chore that your accountant can handle.) For example, if you want to grow at X percent per month, the only way to know if you're on track is to exam-

SUCCESS CAN MEAN DIFFEREN THINGS TO DIFFERENT PEOPLE. ine incoming cash. Then, if the objective is met, you can see how much and whether there are any specific variables that have resulted in greater sales. (And how to continue them.) In

contrast, missed goals serve as a beginning point from which to improve.

During this process, you should also review yourself and your employees to ensure everyone's well-being—another crucial area to measure success. You can strive toward a thriving business by attacking goals and all definitions of success.

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THE FUTURE OF RESTAURANT FRANCHISES GOING INTO 2023

Keeping abreast of emerging trends should be part of your business strategy.

By Mary McHugh

he post-Covid food industry has shifted for restaurant franchises as they face labor shortages and new technological changes. You will also begin to see a shift in consumer behavior as they lean toward healthier food and support sustainable businesses. Today, we will explore six challenges and emerging trends and how they might impact restaurant franchises in 2023.

KEY TAKEAWAYS

- Many changes from Covid-19 are here to stay even though restrictions have been lifted.
- Consumers expect healthier, more organic options from franchises.
- Multi-brand franchises are rising, which might solve some of today's challenges.
- Technology is driving many advances in restaurant franchises moving into 2023.

CHANGES TO EXPECT IN RESTAURANT FRANCHISES

Knowing the future challenges and emerging trends in restaurant franchises will help you build a proactive business strategy. Smoothie King is an excellent example of a franchise that used its knowledge of changes in the



restaurant industry to take actions that would protect its business. Through this proactive approach, they were able to stay afloat during the economic hit from Covid-19. To help you develop a proactive business approach, take the following six changes in the restaurant franchise industry into account.

1. New Advances in Restaurant Technology

Technology will help restaurant franchises meet the current labor shortage and improve their overall service. For example, Rise, a franchise known for its biscuits and chicken, implemented self-serve kiosks in their restaurants, enhancing their revenue by 25%. Other new technology changes franchises are embracing include:

- QR code menus and ordering
- Contactless payment through apps or kiosks
- Pick-up lockers for deliveries

BUSINESS STRATEGY



Explores some of these digital trends and others that will continue to grow in 2023. It covers how technology is helping restaurants deliver food on demand, offer contactless service, and improve customer satisfaction. It also looks at how you can streamline your restaurant services by replacing traditional manual systems with digital technology.

2. Multi-Brand Restaurant Growth

Companies that own and manage several brands have begun introducing multi-brand restaurants. These restaurants have two different brands from the same company operating under one roof. This is one solution for franchisees that want to expand into areas that seem to be oversaturated with restaurants.

This trend is growing quickly, with notable pairs like Dunkin' Donuts and Baskin Robins or Kentucky Fried Chicken and Taco Bell. These types of partnerships widen your market while also decreasing your labor needs as you can share facilities, equipment, and employees between the two brands versus staffing separate restaurants.

3. Demand for More Pick-Up and Delivery Options

Over the last five years, food delivery increased by 200% and is still in high demand,

despite many Covid regulations being lifted. A restaurant franchise that wants to keep up with its competitors will also need to continue offering more versatile delivery and pick-up options. However, customers are split on whether they prefer in-house delivery or third-party delivery, which leaves the choice to restaurant managers as to what they can handle. For example, in-house delivery means that customers have direct contact with your restaurant, which helps eliminate communication errors. Meanwhile, third-party delivery will relieve the restaurant of delivery tasks so that employees can fully focus on customer service, food preparation, and other in-house duties.

According to these numbers, food delivery was on the rise even before Covid-19 restrictions went into place. This supports predictions that food delivery preferences are here to stay and will be in greater demand in the future.

4. Growth of Ghost Kitchens

Ghost kitchens are restaurants that prepare food only for delivery. They do not provide dine-in options for customers. Instead, customers order food through apps or websites, and ghost kitchens prepare and deliver the orders. They are growing in popularity with an expected market reach of \$1 trillion by 2030.

Franchises can use ghost kitchens and dine-in restaurants to meet the increasing demand for delivery options while also cutting costs for the business. Since you do not have to staff registers, clean a dining area, or



serve customers, you do not need as many employees or a large space to operate.

According to current trends, the following chart shows how customers might be receiving their meals and snacks by 2030. These predictions show a sharp rise in the drive-thru and takeaway food service while eat-in service is only half as popular. Ghost kitchens will help you stay ahead of this shift and manage online orders.

5. Interest in Healthier Food Options

Healthy eating trends are rising, with consumers now searching for more plant-based or healthy options on menus. Fast food franchises typically have a minimal selection of healthy food choices. However, with the shift toward healthy eating, franchises must amend their menu to meet customer demand. For example, Chipotle prides itself on its organic, sustainable ingredients.

6. Push for More Sustainable Business Models

Sustainability is a leading trend in many businesses in 2022, including the restaurant industry. About 20% of Americans consistently think about sustainable food production. Building a sustainable restaurant will make you more appealing to customers, lessen your restaurant costs, care for your employees, and protect the environment. Here are a few ways you can create a sustainable restaurant franchise:

- Serve quality, local food.
- Pay fair wages.
- Limit water, energy, and gas use.
- Switch to renewable energy sources.
- Recycle.
- Minimize food waste.
- Use recyclable packaging.

Stay on Top of Restaurant Franchise Trends in the Coming Year

Your restaurant franchise has many opportunities for growth amid today's changes in the restaurant industry.

The Great Greek Mediterranean Grill Franchise Opportunity

Delicious and Healthy Mediterranean Cuisine

onsumers across the country are seeking delicious, new, healthy options when dining out. New research confirms Mediterranean food is the big winner with diners both when it comes to one-time trial and for eating frequently.* Mediterranean food features big, bold flavors and healthy ingredients that make it delicious to enjoy.

The American Heart Association, famous TV doctors, and chefs everywhere have promoted the Mediterranean diet - full of olive oil, whole grains, lean proteins, tomatoes, fresh vegetables and spices like cardamom, mint and sumac - as the most healthful way to eat. Add to that, the ease of dining at The Great Greek's attractive fast-casual locations and you have a highly sought-after destination for diners.

Those customers keep coming back and they are prompting accolades and award recognition. In 2017, The Great Greek was the Gold medal winner of the Best New Restaurant and Best Family Friendly Restaurant awards, and was also recognized with awards for Best Mediterranean and Best Power Lunch.

The popularity of our fresh, made-from-scratch food, the healthy options, the dining experience, and the industry recognition are all ingredients in our recipe for success.



THE GREAT GREEK FAST-CASUAL DIFFERENCE:

- Our recipes are authentic third-generation
- Greek family recipes
- Our meals and desserts are all made from scratch with fresh, whole ingredients
- Our restaurants have received a variety of awards for their delicious food options and family-friendly atmosphere
- Greek/Mediterranean cuisine is highly sought after because of its bold flavors and healthy options
- Simply. Delicious. Greek.



THE GREAT GREEK MEDITERRANEAN GRILL

2121 Vista Parkway West Palm Beach, FL 33411 (561) 868-6368 brokers@ufgcorp.com www.thegreatgreekgrillfranchise.com

Franchise the Flavor of New York!

hen you mention hot dogs, the next thought for millions of people across the country is Nathan's Famous. Nathan's Famous is an iconic New York Restaurant institution - anyone can walk into a Nathan's Famous Restaurant anywhere in the world and experience the best of the New York Casual Food scene.

Nathan's has worked to build its sterling reputation for a hundred years, and it starts with the restaurant's Fresh Angus Burgers, Black Angus Ribeye New York Cheesesteaks by Pat LaFrieda, Hand-Breaded Chicken and Onion Rings, the World's Best Hot Dogs, Fresh Crinkle Cut French Fries and a fun, upbeat restaurant atmosphere.

One of the biggest advantages of joining the Nathan's Famous franchise family is the flexibility of its business models, with options for a standalone custom-built store, a medium-sized counter format, a small front-of-house design or a cart, all serving Nathan's mouth-watering menu items. The range of options provides a way to own a Nathan's franchise for relatively little initial investment.







With footprints ranging from 300 to 3000 square feet and a flexible menu whatever store model you choose, Nathan's training team will guide you from the beginning, assisting with site selection and design, marketing, pre-opening and ongoing support.

Join Nathan's Famous franchise family today.





NATHAN'S FAMOUS, INC.

1 Jericho Plaza Jericho, NY 11753 (516) 338-8500 smccann@nathansfamous.com www.nathansfamous.com

Lifting Noodles Ramen Now Available For Franchising Around

Atlanta's favorite ramen is ready to sweep the nation

ifting Noodles Ramen is traditional Japanese ramen with a twist. We offer all your favorite classic ramen staples plus some fun, exciting dishes that really set us apart from your average ramen shop. Lifting Noodles opened in Atlanta in 2018 and has reached tremendous success and is working on opening its next 3 locations in the last quarter of 2019.

Lifting Noodles Ramen is new but has proven to be a cult following and award winning brand. Lifting Noodles has just recently begun franchising and is looking to partner with people with a passion for food and looking for a strong simple business model.

Lifting Noodles Ramen has incredibly low costs to open, low overhead, low staffing needs and incredibly high profits. The company is looking to expand across the country in 2020. Come join us on our quest for ramen world domination.









LIFTING NOODLES RAMEN

2678 Flat Shoals Ave SE Doraville, GA 30340 (917) 416-0738 keithschan@gmail.com www.LiftingNoodlesRamen.com

Savi Provisions franchisee a neighborhood destination selling locally sourced organic foods, wines and spirits

he Savi Provisions concept is a high-end boutique grocery operation that offers a robust selection of natural food and drinks. Currently, the six locations in Atlanta, GA have been selected in markets where the current customer demographic is in line with our territory guidelines. Franchisees will mimic this environment and will look for locations ranging from 2,000 to 6,000 square feet (depending on the model).

Savi Provisions is a neighborhood destination that markets locally sourced gourmet and organic foods, fine wines and spirits, with a generous environment to sample and celebrate the fruits of everyone's labors. As an integral part of the neighborhood, an advocate for local sourcing and an enthusiast for the nostalgic purveyor, Savi Provisions has multiple locations in Buckhead, Brookhaven, Inman Park, Midtown and Decatur, GA.

Since its inception in 2009, Savi Provisions has developed and implemented a model that is based upon a flexible growth strategy. Founded by entrepreneur, developer, and investor, Paul Nair, Savi Provisions revisits the role of the original purveyors who built generational relationships with farmers, vineyards and distilleries to serve their local communities. They put out a shingle, sourced the best organic fruits and vegetables, purchased the finest wine and spirits and invited neighbors to join them around the table to celebrate that bounty.









https://franchiseconduit.com/franchise/savi-provisions-franchise/



SAVI PROVISIONS

4080 McGinnis Ferry Rd # 1208 Alpharetta, GA 30005

(800) 610-0292 pnair@nairindustries.com www.saviprovisions.com

Adaptive & Inclusive Fitness

Mental, physical and cognitive challenges



y the age of 21, Daniel Stein had been diagnosed with a learning disability, mood disorder and autoimmune disease. After successfully using exercise to overcome his unique challenges, he felt called upon to help others with disabilities obtain healthier, happier, and higher functioning lives. Daniel obtained certifications through the National Academy of Sports Medicine (NASM), the National Federation of Personal Trainers (NFPT), and the American College of Sports Medicine (ACSM).

In 2016, Daniel and his wife, Trinity, launched Special Strong, one of the only fitness centers in the country for individuals with mental, physical, and cognitive challenges. Today, Special Strong continues to specialize in adaptive and inclusive fitness training and is making a difference in the lives of children, adolescents and adults all over the world.





SPECIAL STRONG

3420 Eldorado Pkwy Ste 4 McKinney, TX 75070 833-LIFE-GYM (543-3496) info@specialstrong.com www.specialstrong.com

Low Investment & High Profit Franchise **Opportunity that Saves Lives**

Run a swim school business part-time or full-time without any aquatics experience.

ccording to the CDC, there are 12,000 drownings in the U.S. each year with 4,000 of them being fatal. Drowning is the leading cause of accidental fatalities for ages 5 and under. While approximately 50% of children learn to swim, as many as 85% plan to spend time around water in the summer. At the core of Hudson Valley Swim is the fact that **SWIM LESSONS SAVE LIVES!**

The Hudson Valley Swim program has 4 main components that are key to the success of our business and have been fine-tuned since we started in 2003. Small class sizes, hiring expert teachers of swimming, a unique and fun lesson plan and outstanding/measurable customer service. Why consider Hudson Valley Swim?

LOW COST: Our franchise fees, initial expenses and royalties are the lowest in our field. This makes this business an affordable option for anyone wanting to start a business with limited cash on hand.

LOW OPERATIONAL COST: Unlike most swim school franchises; pools are rented rather than built. This keeps the initial costs low but also reduces time-to-market and eliminates the cost of pool operations.

LARGE DEMAND: wim lessons is a \$17B industry with 50M children age 12 and under participating each year. Growing a swim school to capacity does not take very long using our marketing plan.

GREAT PROFIT PROTENTIAL: The enormous demand for lessons, combined with minimal expenses (mostly payroll, rent, marketing & royalties) makes this a very profitable business even if you only run it part-time.

NO AQUATICS EXPERIENCE NEEDED: Franchise owners are not expected to have a swim background. They will be focused on the front- and back-office operations and will hire the experts. The head instructor will be trained at one of the corporate locations.

IMMEDIATE CASH FLOW: Customers pay up-front for each session providing bank deposits weekly. This allows business owners to make payroll and pay other expenses without further dipping into their own pockets.

WIDE OPEN TERRITORIES: Hudson Valley Swim is an emerging brand. Our model has been replicated at each of our corporate regional locations. Our recent franchise expansion means that almost all territories are available.

ONGOING SUPPORT: We want our franchisees to succeed. Not only do we provide extensive business and aquatics training, but we also provide ongoing support in all areas of the business.





HUDSON VALLEY SWIM

827 State Route 82 Ste. 10-199 **Hopewell Junction, NY 12533** 888-4HVSWIM franchise@hvswim.com www.hvswim.com

BY THE NUMBERS

51% OF AMERICANS NOW **USE DELIVERY SERVICES TO** PURCHASE MEALS FROM RESTAURANTS.



THERE ARE **103,323** CHAIN RESTAURANTS IN THE UNITED STATES AS OF 2021.



34% OF CONSUMERS REPORT SPENDING AN AVERAGE OF \$50 WHEN ORDERING FOOD ONLINE.

90% OF VISITORS **RESEARCH A** RESTAURANT ONLINE BEFORE GOING.





THERE ARE **490.000** INDEPENDENT RESTAURANTS IN THE UNITED STATES AS OF DECEMBER 2019

38.6%

OF RESTAURANT **WORKERS ARE** WOMEN, AND **57.9%** ARE MEN.





APPROXIMATELY 5 TO 10% OF CONSUMERS WRITE REVIEWS.



ONLINE ORDERING ACCOUNTS FOR APPROXIMATELY 42% OF THE OVERALL FOOD ORDERING MARKET.

#1 CHALLENGE FOR RESTAURANT OWNERS IS FINDING AND MAINTAINING QUALITY STAFF.



ONLINE FOOD ORDERING IS EXPECTED TO GROW TO OVER \$220 BILLION BY 2025.



THERE ARE 660,936 **RESTAURANTS IN** THE UNITED STATES, AS OF 2021.

THERE ARE 14.9 MILLION RESTAURANT **EMPLOYEES IN THE UNITED STATES** AS OF 2022.



9 OUT OF 10 **RESTAURANTS IN THE UNITED STATES ARE** SMALL BUSINESSES WITH FEWER THAN 50 EMPLOYEES.

7 OUT OF 10 **RESTAURANTS IN** THE UNITED STATES **ARE SINGLE-UNIT** OPERATIONS.

94% OF DINERS READ **REVIEWS OF A RESTAURANT BEFORE** VISITING IT.



Looking to franchise your business?

Looking to buy a franchise?





Fixed Fees. No Billable Hours.

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Helping You "Expand Your Brand®"



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