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FranchiseConnect®

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SEP/OCT 2023

**FOOD + DRINK
RESTAURANT
FRANCHISES
INDUSTRY REPORT**

BITE SIZED FRANCHISING

**HOW MUCH
CAN I EARN?**

**NAVIGATING THE
FOOD SERVICE
FRANCHISE MARKET**

**TOP 10 TIPS FOR
BUILDING A HISTORY-
MAKING BUSINESS**

**HARNESSING AI
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Jennifer Wiedemann, Director of Franchise Development
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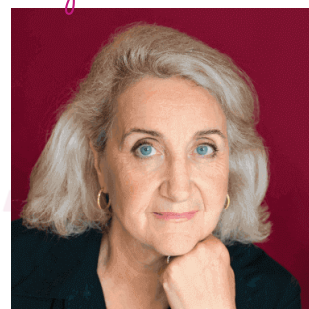
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Our Story



Audrey Saba



Rosalie Guillem

Le Macaron Founders

Rosalie and Audrey have made it their mission to capture the French spirit in each and every one of their delicacies. They have spent months working with a French-trained pastry chef, and together they selected the finest quality ingredients to create a true French macaron; a true mouthful of heaven.



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WHO STOPS
ADVERTISING
TO SAVE
MONEY IS LIKE
A MAN WHO
STOPS A
CLOCK TO
SAVE TIME."

– Henry Ford



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- ▶ **TOP 100**
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- ▶ Commercial Real Estate
- ▶ Legal Advice
- ▶ Franchising, Sales & Marketing, Finance, Technology, Leadership, Design, and Business articles



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Meow. Woof. Chirp. Peep. Squeak.

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**AMERICA'S BEST BUSINESS
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DINING TRENDS IN AMERICA: A CHANGING PALATE

In a survey from April 2023, a trend surfaced: Americans are dining out less frequently compared to just six months prior. The study revealed that 55% of adults are patronizing full-service restaurants less often, while 45% are reducing their visits to fast-food establishments. This shift isn't just about frequency. When dining out, 55% of participants are opting for more economical menu choices. However, with the right enticements, such as promotional deals, a notable 54% might be convinced to eat out more.

The U.S. restaurant sector isn't just a domestic heavyweight; it's a global phenomenon. With U.S. quick-service restaurants projecting a staggering growth of \$111 billion in 15 years, reaching a total of \$275.7 billion, and full-service establishments garnering \$76.5 billion in 2022 alone, the influence is undeniable. Further underscoring its importance, the restaurant industry employed a whopping 12.5 million people in 2022.

There's optimism in the air for 2023. Most restaurateurs believe conditions are inching closer to a new normal, with a focus on harnessing growth. Challenges from 2022 may persist, but the allure of the restaurant experience remains robust, holding promise for the sector's revival.



Snapshot of the Industry's Outlook:

- **The Growth Continues:** Expected industry sales for 2023 are a robust \$997 billion.
- **Job Boom:** An anticipated addition of 500,000 jobs will push total employment to 15.5 million by year-end.
- **Budgetary Constraints:** A full 92% of operators point to rising food costs as a substantial concern.
- **Intensifying Rivalries:** Almost half (47%) of restaurateurs anticipate fiercer competition in 2023.
- **Experience Over Exertion:** A significant 84% of consumers prefer dining out over cooking.

In conclusion, the dining landscape in the United States is undergoing a noticeable shift, with Americans dining out less frequently and making more economical choices when they do. However, the U.S. restaurant sector remains a formidable force, with significant growth projections and a massive workforce. Optimism abounds for 2023, as restaurateurs aim to harness growth despite challenges. The industry is poised for revival, with expected robust sales, job growth, and a strong preference for the restaurant experience among consumers. For a deeper exploration of the food and drink franchise world, be sure to delve into this issue and discover the top 100 Food and Drink and Restaurant Franchises on page 36.

Wishing you safety and good health,

SITKI KAZANCI / Founder-Publisher

THE
RESTAURANT
INDUSTRY IS
PROJECTED
TO HIT \$1.2
TRILLION
IN SALES
BY 2030.



NAVIGATING THE FOOD SERVICE FRANCHISE MARKET

A market that continues to grow and fosters new trends makes food service franchising an alluring option.

By Christopher Conner

The food service industry, a vibrant and ever-evolving sector, offers a plethora of opportunities for entrepreneurs looking to invest in a franchise business. Whether it's fast food, casual dining, or specialty cuisine, the food service franchise market continues to attract aspiring restaurateurs seeking the support and brand recognition that franchising can provide. In this comprehensive overview, we will explore the intricacies of the food service franchise market, its dynamics, trends, challenges, and the factors that make it an enticing arena for franchisees and investors.

AN INTRODUCTION TO THE MARKET

The food service industry encompasses a wide range of businesses, from fast-food chains to upscale restaurants, cafés, food trucks, and specialty eateries. Within this diverse landscape, franchising plays a pivotal role, allowing entrepreneurs to leverage established brands, operational systems, and support networks.

1. Industry Growth

- The food service industry is a significant contributor to the global economy, with a continuous growth trajectory.
- The market's resilience, even during economic downturns, makes it an attractive investment option.

2. Franchise Dominance

- Franchising is a prevalent business model in the food service industry, with numerous well-known brands relying on franchisees to expand their presence.

- Franchisees benefit from proven business models, marketing support, and supply chain advantages.

KEY SEGMENTS

The food service franchise market can be segmented into various categories, each with its unique characteristics and opportunities.

1. Quick Service Restaurants (QSRs)

- QSRs, often referred to as fast-food chains, are known for their speed of service and convenience.



PHOTOGRAPH COURTESY GAUDIALAI

Unlock your culinary dreams and entrepreneurial spirit in the ever-evolving food service franchise market. From fast food giants to cozy cafés and specialty cuisines, franchising offers the recipe for success with established brands, growth resilience, and proven support systems.

- Well-known brands like McDonald's, Subway, and Taco Bell are prominent players in this segment.

2. Casual Dining

- Casual dining restaurants offer a more relaxed and sit-down dining experience compared to fast-food establishments.
- Think Chili's, Olive Garden, and Red Lobster.

3. Specialty and Ethnic Cuisine

- This segment includes restaurants specializing in specific types of cuisine, such as Italian, Asian, or Mexican.
- These establishments cater to customers seeking unique and authentic dining experiences.

4. Coffee Shops and Cafés

- Coffee shops and cafés serve a range of beverages, pastries, and light meals.
- Brands like Starbucks, Dunkin', and Tim Hortons dominate this segment.

5. Food Trucks and Mobile Dining

- Food trucks have gained popularity for their mobility and ability to serve diverse menus.
- Entrepreneurs often opt for food truck franchises to tap into the growing demand for mobile dining.

DYNAMICS AND TRENDS SHAPING THE MARKET

The food service franchise market is not static; it evolves in response to changing consumer preferences, technological advancements, and societal trends.

1. Health and Wellness

- Increasing health consciousness among consumers has led to a demand for healthier menu options.
- Franchises are adapting by offering low-calorie, organic, and customizable choices.

2. Technology Integration

- Digital ordering and delivery platforms have become integral to the food service industry.
- Franchises are investing in mobile apps, online ordering systems, and third-party delivery partnerships.



PHOTO BY DAN RENTEA

3. Sustainability Initiatives

- Sustainable practices, such as sourcing locally, reducing waste, and eco-friendly packaging, are gaining prominence.
- Franchises are adopting sustainable measures to meet customer expectations.

4. Diverse Menus and Fusion Cuisine

- Consumers are increasingly seeking diverse and adventurous food experiences.
- Franchises are experimenting with fusion cuisine and global flavors to attract a broader audience.

5. Convenience and Off-Premises Dining

- The Covid-19 pandemic accelerated the shift toward off-premises dining, including takeout and delivery.
- Franchises are streamlining their off-premises operations to cater to this growing trend.

CHALLENGES

While the food service franchise market offers enticing opportunities, it also presents unique challenges that franchisees must navigate.

1. Intense Competition

- The market is highly competitive, with numerous established and emerging brands vying for customers' attention.
- Franchisees must differentiate themselves to stand out in a crowded marketplace.

2. Labor Shortages

- The industry frequently faces challenges in recruiting and retaining skilled labor.
- Rising labor costs can impact profit margins for franchisees.

3. Regulatory Compliance

- The food service industry is subject to stringent health and safety regulations, which franchisees must adhere to rigorously.
- Compliance can involve additional costs and operational complexities.

4. Consumer Preferences

- Evolving consumer preferences and trends can necessitate menu changes and updates, requiring adaptability from franchisees.

5. Real Estate and Location Selection

- Choosing the right location is crucial for the



success of a food service franchise.

- Franchisees must conduct thorough market research and secure suitable real estate.

REWARDS AND RESPONSIBILITIES

Operating a food service franchise can be both rewarding and demanding. It offers franchisees several benefits while requiring them to meet specific responsibilities.

1. Benefits for Franchisees

- An Established Brand: Franchisees benefit from the recognition and reputation of well-known brands.
- A Support Network: Franchisors provide training, marketing support, and operational guidance.
- Proven Systems: Franchisees gain access to proven business models and operational processes.

2. Responsibilities of Franchisees

- Investment: Franchisees must make an initial financial investment, including franchise fees and startup costs.

- Compliance: Franchisees are expected to adhere to franchise agreements, operational standards, and brand guidelines.
- Customer Service: Delivering excellent customer service and maintaining quality is paramount.

EMERGING OPPORTUNITIES AND FUTURE PROSPECTS

Despite challenges, the food service franchise market continues to evolve and present new opportunities for entrepreneurs.

1. Ghost Kitchens

- Ghost kitchens, also known as cloud kitchens, are on the rise, offering a cost-effective way to meet the demand for delivery and takeout.

2. Health-Conscious Concepts

- Concepts focused on health and wellness, such as salad bars and fresh juice outlets, are gaining traction.

3. International Expansion

- Many food service franchises are exploring international markets, offering franchisees

the opportunity to participate in global expansion.

4. Innovative Technologies:

- Continued innovation in technology, including automation and artificial intelligence, may further enhance efficiency and customer experiences.

A DYNAMIC AND FLAVORFUL MARKET

The food service franchise market remains dynamic, offering a diverse array of opportunities for entrepreneurs who are passionate about food and service. As consumer preferences evolve, technology advances, and sustainability becomes paramount, franchisees and franchisors must adapt to stay competitive. While challenges exist, the evergreen industry's potential for success and growth continues to attract visionary entrepreneurs looking to make their mark in food service franchising.

Here are some food service brands we like a great deal, depending on your choice of market segment within the industry:

PARLOUR Pizza

www.parLOURfranchising.com

The Dog House

www.thedoghouseus.com/franchise-opportunities

Market Wagon

www.marketwagonfranchise.com

Sushi Damu

www.sushidamu.com

For more information on how to buy a food service franchise model, visit Franchise Conduit at www.FranchiseConduit.com. For more information on how to franchise your food service business, contact Franchise Marketing Systems at www.FMSFranchise.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

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HOW MUCH CAN I EARN?

That's up to you.





By Kimberley J. Daly

You: Before I can say “yes” and invest in a business, I have to figure out how much I can earn.

Me: How do you plan to do that? I don’t think you can do that.

You: How can I invest in a business if I don’t know what I can expect to make?

Me: How can you invest in a business that you’ve never owned and think you can come to any reliable conclusions about what you can make?

You: If I invest my money in the stock market, I know what I can expect to earn within reason.

Me: Are you sure about that? Were you invested in the stock market in 2008? What happened to your money then? Was that what you expected?

You: That’s different.

Me: Is it?

You: I thought in a franchise someone could tell me how much I can make because this is proven. I am buying systems, and if I just execute, I will make the money they say I can make.

Me: You are investing in proven systems, and it may be reasonable to assume that if they have produced a financial outcome with those systems, and you are coachable and follow their lead, you can make that money too, but....

And here’s the “but.” What you can’t get through your investment is the personal growth journey that they went through as they worked out the systems and made mistakes that the franchisors had to learn from, and the mindset, discipline, tenacity, and fortitude they learned along the way to develop the business model you are looking at today. You know, all the things that really make one successful in business and in life. So yes, they can sell you a system, but no, they can’t sell you a mindset.



Which one do you believe has a greater impact on your financial results, the system or your mindset? Since life happens from us and not to us, I will cut to the chase and tell you it is your mindset that drives the success of your business. Systems are tools. They enable us to get moving quickly. The partnership with the franchisor enables us to get training and support when we are working out the operational efficiencies, but no one but you can control your mindset. No one but you can stay true to your vision and dreams and goals. No one but you can get up each day expecting the best not the worst. No one but you can become the leader who others want to work for and be good to. No one but you can build a culture where customers feel so much value, they will buy whatever you are selling at whatever price you say it costs. I would say that mindset trumps systems in terms of importance to producing a financial result in business.

You: So, how do I say “yes” if I can’t know how much money I can make before I invest?

Me: You invest time building a vision in your head and heart. You align your skills to a business model. You learn what

owners are doing to influence outcomes using the proven systems. You open yourself to coaching from the franchisor and then do what they tell you to do. You use whatever numbers they can share with you as guidelines, but you set out to create your own numbers knowing yours can be even better than theirs if you set your mind to it. You walk on the trail they have blazed, but you run your own race at your own pace expecting highs and lows and growth. You wake up to sow and serve. If you do all of this, one day you will have your harvest and reap. Your harvest will be in direct proportion to what you sowed and how you served. So, how much money can you earn in your business?

You: Let me get started and then I will know.

Me: That’s the perfect answer. ▀



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.





CONFIDENCE

Follow these 10 tips to build your confidence.

By Nancy Friedman

No matter what job or position you hold, talking and speaking with confidence is critical.

Here's a short message using the letters of the word confidence to help you remember.

Communicate clearly. Use simple language your clients can understand and avoid company jargon that may confuse them. Don't use military language on civilians.

Own your blank spots. You don't want to sound like a know it all, and it is OK not to know everything. Most important is to explain you'll find out the answer and get back to them.

Never assume. Always confirm your understanding of any concerns and clarify questions you're not 100% sure of. Thinking you know something and knowing that you actually do is a huge difference.

Follow through. Not following up with clients and even family friends is a huge mistake. If you make a promise to follow up on an issue, make sure you do it when promised.

Invest in your knowledge. Lifelong learners gain confidence more easily than other people.

Don't be afraid to ask for help. It's a show of confidence. It shows you're committed to finding a solution.

Empathize with your clients, and learn the difference between empathy and sympathy. Telling them, "I know how you feel," is not a great statement for confidence.

N"No" at the start of a sentence reduces the power of any confidence and is a complete turn off to the people you're trying to assist.

Courtesy! "Please," "thank you," and "you're welcome" will seldom, if ever, go out of style.

End every conversation with confidence and a smile. And use confident statements: "I'm glad to help." "My pleasure." (Telling somebody "no problem" does nothing. Leave it out!)

Speaking with confidence is critical for building trust, establishing credibility, and providing excellent service to friends, family, and clients.

Beware though. Too much confidence usually is not the answer. ▶



Nancy Friedman, founder and chairman of Telephone Doctor, is a popular speaker in the franchise and corporate world. Her Zoom programs have been very welcome and successful. Call her for your next meeting, retreat, or team get together: (314) 276-1012. Nancy@Telephonedoctor.com; www.nancyfriedman.com

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SPECIAL SECTION

*Trends and popular
segments in the
food franchise
sector.*

FOOD FRANCHISE INDUSTRY REPORT 2023

By Elizabeth Adams

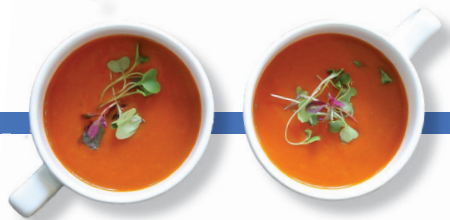
Introduction: Food Franchise Landscape in 2023

The food franchise sector is fundamental to the overall franchise ecosystem. Approximately 30% of the total franchise establishments in the U.S. are rooted in food, accounting for close to 60% of direct franchise employment. Notably, these figures exclude food-oriented franchises that fall under the retail classification rather than quick service or table service designations.

PHOTO BY TIM DOUCLAS







FOOD FRANCHISE INDUSTRY REPORT 2023

Segmentation in Food Franchising

The food franchise landscape can be segmented into multiple categories, each with its distinctive characteristics and potential sub-categories:

1. Bakery Franchises: Focusing predominantly on baked goods, many establishments in this category diversify their offerings to include items like sandwiches and soups for revenue stability.

2. Coffee Franchises: This sector is vibrant and competitive, reflecting coffee's status as the second-most consumed beverage in the U.S. Many also bolster revenue streams with baked goods or sandwiches.

3. Fast Food Franchises: Representing an estimated 25% of all U.S. franchise establishments, quick service restaurants cater to immediate consumption needs, emphasizing take-out and delivery. Some provide limited dine-in options.

4. Full-Service Franchises: Spanning casual family dining to upscale establishments, these restaurants have expanded takeout and delivery services, especially post-pandemic.

5. Ice Cream and Frozen Yogurt Franchises: This category has evolved over the years, with many now emphasizing customization in response to market trends.

6. Juice and Smoothie Franchises: The rise in health consciousness has spurred growth in this segment, emphasizing convenient and healthy refreshments.

7. Pizza Franchises: A reliable and ever-growing segment, pizza franchises are adapting to modern delivery expectations.

8. Retail Food Franchises: Convenience stores, among others, have expanded their food offerings, competing directly with quick-service sectors.

9. Vending Machine Franchises: Beyond traditional snacks and beverages, this category now encompasses diverse offerings, from cupcakes to smoothies.

Pivotal Trends in the Food Franchise Domain

1. Pandemic-induced Dining Transformations: The onset of the Covid-19 pandemic heralded a radical shift, especially within dining rooms. The rapid adaptation toward drive-thrus, pick-up windows, and ghost kitchens was evident. However, recent data suggests a return to prepandemic dine-in preferences. The future likely holds a balanced hybrid restaurant model, merging dine-in with off-premises offerings.

2. Digital Integration in Food Franchising: Technological advancement, especially in digital ordering systems, has revolutionized food franchising. There has been a significant surge in mobile app downloads for quick-service restaurants, indicating consumer preference for digital interactions.

3. Sustainability Initiatives: Eco-conscious practices are becoming paramount in the food franchise industry. The emphasis on sustainable materials, efficient designs, and eco-friendly packaging underlines this trend.



IMAGE BY RON LACH



PHOTO BY JULIA KUZENKOV

Navigating the Path to Franchise Success

Embarking on a food and drink franchise journey demands more than a passion for the culinary arts; it requires astute business acumen and strategic planning. One paramount factor is selecting a franchise that aligns with your goals, offering a proven business model and substantial support. Opt for a brand with a strong market presence, positive reviews, and a loyal customer base.

Financial readiness is another crucial aspect. Assess the initial investment, ongoing fees, and expected return on investment. Create a comprehensive business plan that outlines your funding strategy and financial projections. Don't forget to consider location—a spot with high foot traffic can significantly boost sales.

Additionally, familiarize yourself with the legal requirements involved in owning a franchise. From contracts to licenses, being well-informed is essential. Consider seeking legal advice to navigate complex legal terrains.

Lastly, customer service is the lynchpin of the food and drink industry. Prioritize exceptional service to enhance customer retention and positive word-of-mouth referrals. Remember, a happy customer is your biggest advocate and a stepping stone to franchise success. Equip your team with the necessary training to ensure consistent, top-notch service delivery.

In a nutshell, aligning with a reputable brand, securing a prime location, offering impeccable service, and understanding the legal and financial landscape are key to a successful food and drink franchise venture.

Investing in a Food Franchise

Initial Investment Considerations: Potential investors must thoroughly evaluate a franchisor's franchise disclosure document for comprehensive insights into systems, procedures, and costs. Initial investments can vary based on franchise type, location, training expenses, and marketing costs.

Ongoing Franchise Obligations: Franchisees should be cognizant of ongoing fees, encompassing royalties for brand use and process adherence, technical support charges, and continuous marketing commitments, among others.

In conclusion, the food franchise industry, resilient and dynamic, continues to evolve. As the market landscape shifts, adaptability, consumer-centric innovations, and sustainability will likely be at the forefront of future growth. ▶





FOOD FRANCHISE INDUSTRY REPORT 2023

Navigating the Franchise Landscape: Finding the Right Fit in Food and Drink

In the vast entrepreneurial landscape of the United States, franchising remains a dominant force. With a plethora of options in the food and drink segment, potential franchisees often find themselves at a crossroads, deliberating the best fit. Whether it's the inviting aroma of a bakery, the bustling vibe of a coffee shop, or the allure of a cozy bar, each franchise category offers unique benefits and challenges. Here, we delve into the considerations that can guide you in making an informed decision.

1. Identify Your Passion. While it may sound cliché, it's paramount to choose a franchise you're genuinely passionate about. If you're a morning person who thrives on conversations over cappuccinos, a coffee shop might be your calling. Conversely, if you're a night owl and enjoy curating experiences, a bar could be the right choice. Matching your franchise choice with your inherent interests can make the entrepreneurial journey more gratifying.

2. Analyze Market Demands. Understand the local market dynamics. If you're in an urban setting with office goers needing quick meals, a sandwich shop might thrive.

However, if you're in a suburban area, a family-oriented restaurant could be more viable. It's essential to match the franchise type with the market's demands.

3. Evaluate Initial Investment and Return on Investment. Some franchises demand a substantial initial investment but promise quick returns. Others might be low on the upfront costs but could take longer to become profitable. It's important to have clarity on your financial boundaries and expected return timelines. While a bar might provide nightly revenues, a bakery could see seasonal spikes.

4. Gauge Operational Demands. The operational intensity varies with each franchise type. Bakeries require early morning starts, while bars might demand late-night closings. Understand the daily operational demands of each franchise, from supplier management to staffing needs, and ensure it aligns with your personal routine and lifestyle.

5. Seek Feedback and Support. Before making a commitment, speak with existing franchisees. Their insights on challenges, support from the franchisor, and overall experience can offer a clearer picture of what lies ahead. Moreover, consider the training and ongoing support provided by the franchisor, as this can significantly influence your franchise's success.

6. Think Long-term. Franchising is not just a business decision but a long-term commitment. Consider where you see yourself in the next 5–10 years. If you envision multiple outlets or diversifying into different food and drink sectors, ensure your chosen franchise offers scalability and flexibility.

In conclusion, while the U.S. franchise landscape in the food and drink segment is brimming with opportunities, the key lies in choosing a franchise that resonates with your passion, aligns with market demands, and offers long-term growth potential. As you embark on this journey, remember that informed decisions, coupled with dedication and perseverance, pave the way to success. ▾



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The Cost of the Commute

Franchising can release you from the daily commute.

By Melissa Lewis

The daily grind of commuting to an office job is a struggle that many of us know all too well. The alarm clock blares, you drag yourself out of bed, and prepare for another day of traffic jams, crowded public transportation, and the stress of clocking in on time.

In the wake of the Covid-19 pandemic, many companies initially embraced remote work as a necessary response to ensure employee safety. However, as the world adapts to the new normal, most companies are now requiring their employees to return to the office. For many people, the pandemic proved all that time spent commuting was unnecessary.

While the return to the office may

symbolize a sense of normalcy, it also raises important questions about work-life balance, the value of commuting, and the pursuit of alternatives like franchise ownership that offer greater flexibility and control over one's working time and environment.

FINANCIAL TOLL

Many people don't realize the financial impact of their daily commute. Approximately 40% of Americans commute 30 minutes or more to work one way, adding up to at least 260 hours spent commuting each year! That's time you're not being compensated for. That is time that could be spent doing more worthwhile things like getting a bit more sleep, exercising, or spending time with your family.

On top of the wasted time, the average commuter in the United States spends almost \$8,500 per year commuting to work. This includes expenses such as:

- Gas
- Tolls
- Parking
- Cost of the car
- Car maintenance
- Registration and insurance
- Transit fees

That total doesn't even take into consideration other related costs associated with working from the office every day, like office attire, eating out for lunch, or childcare. Between car expenses and work-related costs, commuting to work can take a considerable toll on your wallet.

THE TOLL ON YOUR HEALTH

Let's face it, commuting is stressful. The hustle and bustle of the morning rush, the road rage that can rear its ugly head, and the endless frustration of sitting in traffic—it all adds up. Over time, commuting can have significant health consequences including

- Less sleep,
- Higher cholesterol,
- Back and neck pains,
- Increased blood pressure, and
- Higher risk of anxiety and depression.

A rushed morning routine, hitting traffic on your commute, and arriving late to work can set a negative tone for the entire day and even affect your overall happiness. A recent study found a negative correlation when comparing workers' commute times and their happiness.

The same study found that working from home can increase happiness by as much as 20%.

DITCH THE CORPORATE COMMUTE AND WORK FROM HOME

Becoming a franchise owner allows you to be your own boss and leave the corporate world behind. It is an exciting journey that can open up a world of opportunity. As a franchisee, you can take control of your future, create your own schedule, and achieve a work-life balance that suits you.

You can find work-from-home franchise opportunities in a variety of industries such as

- B2B services,
- Senior care,
- Pet services,
- Home services,
- Travel and hospitality, and
- Cleaning and maintenance.

For those looking to quit the corporate grind and end their daily commute, franchise ownership is a great solution that carries incredible perks.

FREEDOM AND FLEXIBILITY OF FRANCHISE OWNERSHIP

As a franchise owner, you get to choose when and where you work. You have the flexibility to create your own schedule. You can more easily run errands and schedule doctor appointments. You can take your kids to school, attend after-school activities, and care for family members when they're sick. You can even take that midday fitness class—all without having to request time off.

That might sound like a dream, but with the flexibility of franchising, it can be your reality. You can start and end your workday when it best suits you, ensuring that your work-life balance is in your hands.

You don't have to waste time with the commute, pointless meetings, co-worker interruptions, or business lunches. You have the power to eliminate distractors and increase your productivity. You can create a comfortable and convenient workspace tailored to your needs, allowing

you to focus on what's important—growing your franchise and achieving your business and lifestyle goals.

Becoming a franchise owner is a choice that can transform your life, offering you the chance to break free from the daily grind and embrace a more fulfilling, balanced work life. Ready to say goodbye to the stress, frustration, and financial strain of the daily commute? Reach out and learn about work-from-home franchise opportunities. ▶



Melissa Lewis' straightforward 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.

PHOTO BY SHUTTERSTOCK



PHOTO BY SHUTTERSTOCK

DISCOVER THE HOTTEST FOOD, DRINK, AND RESTAURANT FRANCHISE TRENDS OF 2023

Times continue to change for the food and restaurant industry.

By Brian LaCour

Get ready for an exhilarating year in the food and restaurant industry! As we look ahead to the last quarter of 2023, there are some exciting and game-changing trends that will shape the world of franchising. Let's delve into what's hot and happening in this dynamic sector.

Convenience and Variety: The Rise of Prepared Foods

One major trend is the growing preference for prepared foods.

Forget grocery shopping. Consumers are flocking to restaurants for their convenient and diverse meal options. This shift is fueling the growth of the food service industry, as a wide range of eateries offer ready-to-eat meals that cater to different tastes and dietary needs.

Innovation and Adaptation: Elevating the Dining Experience

Restaurateurs are putting a premium on innovation and adaptation in 2023. They are constantly coming up with unique menu items and inventive cooking techniques to create an unforgettable dining experience that keeps customers coming back for more. From exotic dishes like Spam Musubi to Singaporean Rice Stick Noodles, the restaurant scene is evolving like never before.

The Rise of Plant-Based Foods: Sustainable and Delicious

Sustainability and health concerns are driving the popularity of plant-based foods. More and more restaurants are incorporating vegan and vegetarian options into their menus to cater to the growing number of consumers seeking

plant-based alternatives. It's not just about food either—plant-based drinks are also gaining popularity.

Dynamic Pricing: Offering Value in a Changing Business Landscape

Restaurants are experimenting with dynamic menu pricing to cope with inflation and supply chain challenges. By adjusting prices based on factors like time of day, demand, and ingredient costs, businesses can manage profitability while still providing value to customers.

The Return of In-House Dining: Goodbye Ghost Kitchens

While ghost kitchens were a hit during the pandemic, as 2023 ends, we will see a shift away from this model. As dining restrictions ease and consumers crave the full restaurant experience, businesses are putting more focus on enhancing their in-house dining services.

Embrace the Flavors of the World: International Cuisine Takes Center Stage

Japanese, Thai, and Middle Eastern cuisines are making a huge splash in the food industry. Food lovers can now explore diverse flavors and culinary traditions like never before. This trend not only enriches the food landscape but also presents exciting opportunities for franchise expansion in these cuisine categories.

2023—The Year of Innovation, Adaptation, and Opportunity

This year has been an exciting time for food, drink, and restaurant franchises. From plant-based menus to dynamic pricing and a return to in-house dining, there are endless opportunities for businesses to innovate, adapt, and thrive in this ever-evolving industry. Get ready to make your mark! ▶



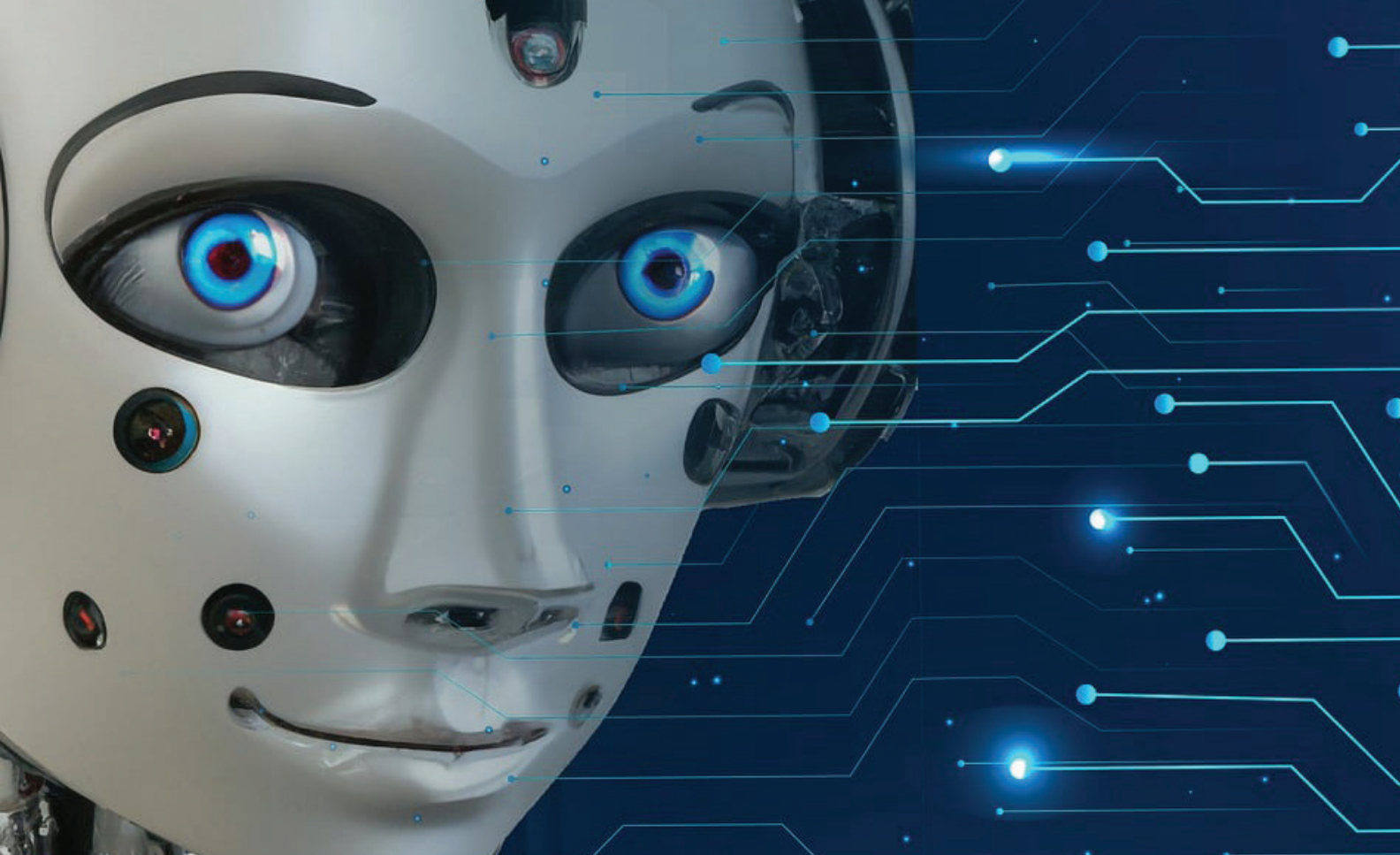
Brian LaCour is a certified franchise consultant. He has more than 20 years of business leadership experience in driving fiscal results, strategic planning, saving costs, increasing revenue, streamlining processes, and developing top performing teams. LaCour's passion for helping people led him to the role of president of the International Franchise Group. Call LaCour at (561) 502-7283 or email him at blacour@internationalfranchisegroup.com.



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HARNESSING AI (ARTIFICIAL INTELLIGENCE) AS A PROSPECTIVE FRANCHISEE

These AI-related products can save you time.

By Michael A. Peterson

This issue is dedicated to quick service restaurant franchise opportunities, a space that I don't have a ton of experience in. Those of you who have followed my submissions here in *Franchise Connect* over the last couple of years will know that is a rarity! This afforded me an opportunity to sit back and ask "what can I contribute that will help prospective franchisees today?" This article is a product of the fact that I

1. am all about actionable data not fluff,
2. am extremely tech-forward, and
3. understand that many people are intimidated by technology, especially cutting-edge stuff.

I hope to give you, dear reader, regardless of your tech comfort level, actionable items that don't push you outside your comfort zone but

do allow you to harness some of the myriad of astounding tech that is hitting the market every day.

AI IS EVERYWHERE

People don't really live under rocks, do they? Assuming not, everyone has heard something about AI. Let's talk about how you can harness the tools that are currently available and easily accessible to help in your franchise search. Whether you're a techie who has a strong opinion on using "epochs" to train LoRAs models, or whether this is all new to you and you have no idea what that previous statement meant, this article is still for you.

APPLICABLE IN EVERY STEP

To make this actionable, I provide concrete uses for each tool. They are only examples,

however. Your specific use will be slightly different depending on where you are in your franchise journey. I encourage you to read with that mindset; look for action items that you can walk away with and implement, not just new knowledge.

Before we get into the individual steps of franchise investigation, let me address the elephant in the room.

CHATGPT

ChatGPT is, in my opinion, indispensable in your research, but only if you use the GPT-4 paid version. There are more honed tools for each step of the process, but the advanced language model GPT-4 is built on is unparalleled for unstructured conversation. It's also hands down the easiest tool to use on the whole list. If you want to know how to get



PHOTO BY MARKUS WINKLER

started in evaluating an Item 19, for example, you can simply type “GPT, I am considering investing in a franchise; what are some things I should keep in mind when looking at Item 19?” When I asked that question, the answer included suggestions to compare how many outlets are reported versus how many are open, to ensure I understand whether I’m looking at gross or net numbers (as “gross sales don’t tell you about the profitability of the operations”), then pointed me to the footnotes to find out what information was being excluded and why. I don’t mention it in every section below, but consider it included by reference here!

PROTIP. GPT is *verbose*. You can use it out of the box but don’t be afraid to tweak it a little. For instance, by simply adding the phrase “in a succinct manner,” you can tighten up responses, and you are always able to ask follow-up questions. One last thought before we move on: GPT is losing its monopoly on the intelligent chat market. If you’re feeling adventurous, get ahead of the pack and check out other available options, such as Anthropic’s Claude, for different conversation, tone, and feedback.

ASK AI TO DO THE READING

Industry comparison and franchise disclosure document (FDD) review are probably the most word-intensive parts of a franchise search. AI

tools like Smmry and Resoomer are specifically designed to shrink large amounts of information into salient points and are very useful in both areas.

TOOL: Smmry

Smmry is an AI tool that is all about getting to the point. It analyzes lengthy texts and extracts the key data, presenting you with concise, understandable summaries. The best part is you decide how big of a summary the tools should provide.

Uses: Smmry is free, no sign-up required, and it’s a great starting point when you have quite a few articles or documents and you want to stay high-level.

Sample Use: One of the best features of Smmry is that you decide how long the output is. To unlock some real magic, have Smmry produce summaries of several industry-overview articles, and then have it produce a summary of those summaries; this can be a great starting point to articulate the industry in a paragraph or so.

TOOL: Resoomer

Resoomer is a very different tool than Smmry, though they both provide summaries. The free version will produce summaries that are the

length of your choice, highlight central points, and pull out keywords. The paid version also has an interactive assistant for Q&A.

Uses: Resoomer should be a go-to tool for longer content that you want to analyze in-depth. It isn’t quite as intuitive as Smmry, but it allows you to dive deeper into content.

Sample Use: This tool is for when you have long, detailed documents that you want to dive into a little more than just a summary. For example, if you upload Items 5 (Initial Fees), 6 (Ongoing Fees), and 7 (Total Investment) of an FDD, Resoomer will provide a breakdown of each section and how they interplay. If you use the paid version, you can even chat about the document with the AI assistant.

PROTIP. Resoomer says it can handle any size document. While technically true, if you upload massive documents (think an entire FDD), the output quality is degraded significantly.

INDUSTRY AND MARKET ANALYSIS

These tools are specific to analyzing a specific market, segment, or crunching numbers.

TOOL: Capitalism Lab

Capitalism Lab is actually a game, but that doesn’t make it any less of a market research

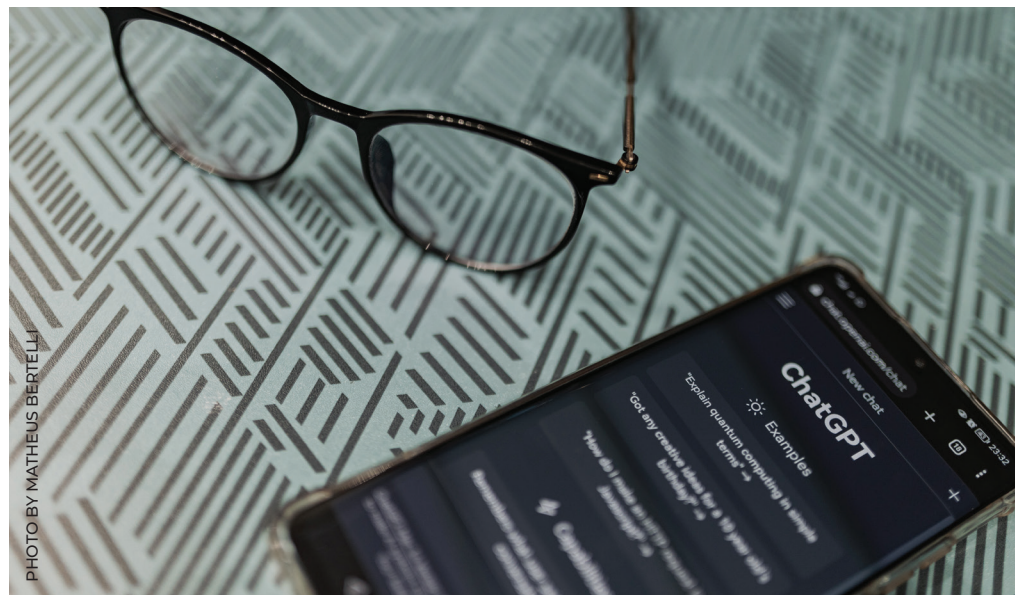


PHOTO BY MATHEUS BERTELLI



PHOTO BY FRANZ BACHINGER

tool. It allows you to simulate real world businesses with economic variables including supply chain, demand, competition, etc.

Uses: Capitalism Lab allows you to experiment with different business models, product selections, marketing strategies and pricing—all within the safe confines of a simulation.

Sample Use: Run a business simulation in Capitalism Lab, and try to mimic every detail you can: competition, market conditions, fees, etc. Then play with scenarios. What happens if there is a slight market downturn? A recession? A boom? Keep in mind that every business is vulnerable to market conditions, so don't let it scare you that the right combination of scenarios puts you into bankruptcy court, as this is possible (both in the game and in real life) with every business. Just note what you learn and consider that in your real-world choices. You'll get a taste of potential challenges and successes before even stepping into the arena.

TOOL: Google Sheets with the AutoML Tables Add-on

Google Sheets is so much more than a spreadsheet. When you add in AutoML Tables, you take it to the next level; you just gave your

spreadsheet its PhD in data science. Imagine importing a year's sales data into a set of sheets and asking, "Hey Google, what's the sales outlook for a coffee franchise in Dallas?" and boom, you get data-backed projections.

Uses: Ideal for scenario planning, sales forecasting, and risk assessment.

Sample Use: I live in Dallas, and I might have the option of opening a location downtown or more on the outskirts. This is a perfect use for AutoML. By inputting past sales data of similar franchises in comparable locations, AutoML Tables can project potential revenues for each. You can also run simulations such as "How will a 10% increase in local competition affect my sales?" This iterative process allows the model to fine-tune its predictions, and you have AI-enhanced perspectives at your fingertips.

TOOL: Otter.ai

Otter.ai is the digital stenographer you never knew you needed. It's ideal for keeping notes on Zoom calls.

Uses: Otter.ai can be used as an assistant that takes notes during meetings, and can also be used for audio transcription.

Sample Use: If you are in validation, you might make two or three franchisee calls in a day. Otter can record and transcribe these conversations, so you can pay attention to the call and not your note taking. Irrespective of local law, make sure that you okay this with the person you are talking to; it's the good-person thing to do!

WORK SMART AND USE THE RIGHT TOOLS

AI has revolutionized everything, and I don't consider that hyperbole. Don't get caught up in using AI for the sake of using AI, though. Research what tools are available, find a few that fit your personal needs, and integrate them. Adopt these tools in your franchise research and you'll be positioned in a way that was not even conceivable two or three years ago. ▮



Michael Peterson is the president of Franchise Beacon, a premier franchise consulting and outsource development firm. Michael is the author of the bestselling *How and Why to Franchise Your Business*, contributes widely to franchise publications, and speaks frequently on franchise sales and compliance.

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THE INS AND OUTS OF FOOD FRANCHISES

7 reasons to invest and 8 reasons to stay away

By Tom Scarda

If you're considering buying a franchise, chances are you've contemplated a food franchise, and for good reason. Fast food franchises have changed how America eats and are among the oldest and biggest franchises in the U.S. Found in most towns in America, almost everyone has eaten at one of these establishments at one point in their lives.

But are you aware that food franchises can also be among the most challenging businesses to run? Are you cut out for it? Being a great cook may not translate into being a great business owner. Just because you are infatuated with a restaurant's

particular cuisine and see that their location is constantly busy is not a reason to invest in the business. Just enjoy the food instead! Sometimes people see that their town lacks a particular concept, and they believe it would be a success. That may or may not be correct. But even if it is, it does not mean that idea is the right business for them.

Before you devote much time looking at which food business to buy, weigh the pros and cons of owning a food franchise. Make sure you have what it takes to own a restaurant and that being a food franchisee meets your lifestyle.

Restaurant owners frequently work long and irregular hours, including evenings,

weekends, and holidays. The demanding nature of the business can lead to physical and mental stress, affecting the owner's well-being and personal relationships.

The Ups

There are great advantages to owning a food franchise business. Generally, here are a few reasons that make a food business great to own:

1. Status. Restaurants often become integral to their communities, serving as meeting places for friends, families, and locals. They can provide a location for social interactions and celebrations, establishing a strong community bond.

Owning a food franchise offers status, recognition, and clout, but comes with high initial costs, revenue unpredictability, and labor challenges.

Owning a food business can give a person a certain prestige. If status is important to you, having others consider you an up-and-coming food tycoon, owning an eatery could be an advantage.

2. Instant Recognition and Consistency. People need to eat, and many look for food franchises when hungry. This is because they can rely on the food wherever they are in America to taste the same. A strong food franchise sells dependability and reliability. When you order food from McDonald's, it's the same regardless of the location. This is an advantage to a new franchisee.

3. Clout. In many cases, merely being associated with any franchise will give the owner clout with a prospective landlord. Most landlords prefer to rent to a franchise than a mom-and-pop start-up because they know franchises have a great chance to be successful and pay rent long-term.

4. Passion Driven. A deep passion for food and hospitality drives many restaurateurs. They love it so much that they can ignore the negative aspects of the industry. This enthusiasm can lead to exceptional service, memorable dining experiences, and a genuine customer connection.

5. Cultural Expansion. As people are always searching for good food and unique dining experiences, a well-run restaurant can attract a consistent flow of customers, leading to healthy revenue. Restaurants can introduce diverse cuisines and culinary traditions to new audiences. They can play a pivotal role in expanding cultural horizons and promoting understanding by exploring different flavors and cooking techniques.



6. Financing Help. Most new owners need a good-sized loan to open a food franchise. There are financing sources that will be happy to help you. These lenders are familiar with real estate, build-out, and equipment costs associated with food operations, making borrowing the money you need more accessible.

7. Proven Operations. The best way to determine if you could be successful in a particular franchise business is to talk to franchisees in the system. Many food franchises have multiple units and have been operating for a while. This will make it easier to gather sufficient data to make an informed decision.

THE DOWNS

There are also some significant disadvantages to understand in owning a food business. You must take these items into account when evaluating whether you want to buy a food franchise:

1. High Initial Investment. Depending on the type of food a franchise prepares, a significant investment is usually required to get started. You may need food preparation stations, ovens or grills, sinks and dishwashers, grease disposal systems, bug and rodent extermination, vents, customer

seating, and bathrooms—and this is just for inside the restaurant. Outside, you must consider parking arrangements and/or drive-up window accommodations, non-compete clauses in the strip center, traffic flow around the business, signage, and anchor tenants. Usually, highly desired strip malls or lifestyle centers have popular co-tenants that will drive traffic to you. The more popular the co-tenants, the more expensive the lease will be.

2. Unpredictable Revenue. Revenue in the restaurant industry can be unpredictable, especially for new or seasonal establishments. Weather, holidays, and local events can significantly influence customer traffic.

3. Low-wage Labor. Most food businesses require a large number of hourly wage employees. People willing to accept an hourly wage are generally new to the workforce, which usually requires extensive training and supervision. Because turnover can be high, significant work is involved in recruiting and training a sufficient number of people to keep the business going. Labor challenges are typically cited as restaurant owners' number one frustration.



PHOTO BY WENDY JULIANO

4. Health Codes and Building Restrictions.

Fortunately for the consumer, the government provides numerous codes and guidelines to ensure our food is safe. Unfortunately for the owner, complying with all of these regulations is very time-consuming and expensive. A good franchisor, however, should be able to assist a new franchisee with issues such as zoning, permits, and code compliance. If the food franchise company you are investigating does not offer this assistance, cross it off your list and move on to the next one because this is one area you don't want to tackle alone.

5. Quality of Life. Most people choose to become business owners to control their work hours, have unlimited income, and have more time for family, hobbies, and fun. Owning a food franchise, however, often requires long hours and takes owners away from the important things in their lives. These businesses are often open every day and often into the night. And as I mentioned, many food franchise owners find the labor challenges very frustrating, which can lead to early burnout.

6. Intense Competition. The restaurant industry is saturated with competition. To stand out, owners must consistently deliver high-quality food and service, innovate, and adapt to evolving customer preferences.

7. High Failure Rate. New restaurants often struggle to establish themselves, and even established ones can face sudden downturns due to changing trends, economic fluctuations, or unforeseen events. The restaurant industry is notoriously challenging, with a high rate of failure. However, investing in a franchise instead of going it alone can help with some of those issues.

8. Return on Investment. The net margins of most food businesses are lower than many other business opportunities. Compared to service-related franchises, for example, considering the cost of the goods, the labor costs, food spoilage, lease and utility rates, and the competitive nature of fast-food pricing, the markup per unit of food is small, and a large volume of product must be sold to make a profit. Moreover, most of these factors are outside the owner's control.

THE BOTTOM LINE

Not all food businesses are as complex to run as the typical hamburger and fries franchise. Some food franchises run simplified operations without grills, ovens, and fryers. Take, for example, a sandwich outlet that receives all food pre-cut, pre-sliced and pre-cooked. These types of businesses avoid some of the hassles and expenses mentioned above. However, they must still deal with rent, utilities, food spoilage, and labor issues.

When evaluating a food franchise, it is vital to identify the skills you'll need to succeed. Are you willing to work long hours until you can afford to put a manager in place? Do you have experience working with teenagers and other hourly wage employees? How do you feel about smelling like fast food all day?

If so, make sure that you conduct thorough market research and build a solid business plan to start on the right foot. Be sure you are passionate about hospitality and committed to delivering quality customer service. These are the crucial ingredients for success in restaurants. Although the food business can be very rewarding for the right person, it's not for everyone.

How do you know if owning a food franchise is right for you? Probably the best way is to go to work for an existing unit and shadow the owner for several weeks and ask a ton of questions. Some franchise systems will even require this before granting you a franchise license. The experience can be invaluable, helping you to understand the business and decide if you'd thrive or fail in the environment. Additionally, many big brand names mandate that the new franchisee have restaurant ownership experience and sometimes even multi-unit operations proficiency.

Food franchise owners are some of the industry's most respected and successful franchise operators. Many grow empires of hundreds of units over time. So, before you sink your life savings into a food or food-related franchise, make sure you understand all the requirements, have the necessary skills, and be sure that the franchisor will provide you with the extensive support you need to run a successful business. ▶



Tom Scarda, CFE, has owned and operated several food franchises. Some were successful, and one was a flop. Tom has written a book about his experience called *Franchise Savvy: Six Strategies Pros Use to Pick Top Performing Franchises*. Scarda has coached more than 1500 people over the past 18 years. Tom can coach you on finding the proper business to match your goals. Contact him at tom@TheFranchiseAcademy.com.



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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	\$250,000	Anthony Suarez	(305) 467-4111	www.lemacaron-us.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.bubbakoo.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	+44 (0) 845-644-4708	www.cafe2u.co.uk
Calexico	2006	2011	\$90,250 - \$1,329,600	Jesse Vendley	(347) 763-2129	www.calexico.com
CaliBurger	2011	2013	\$292,000 - \$774,000	John Miller	(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	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.craftbeer cellar.com
Crazy Pita Rotisserie & Grill	2006	2018	\$351,000 - \$570,000	Mehdi Zarhloul	(702) 896-7482	www.crazypita.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
Egg Bred International, Inc.	2020	2021	\$275,000 - \$499,750	Albert Shim	(714) 743-9533	www.eggbred.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
Farmer Boys Restaurants	1981	1997	\$1,050,000 - 2.5000,000	John Lucas	(949) 212-1677	www.farmerboys.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
Frios Gourmet Pops	2018	2018	\$40,925 - \$71,775	Cliff Kennedy	(251) 767-6476	www.friosfranchise.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
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
Harlem Shake	2013	2023	\$150,000 - \$700,000	Howard Picker	(720) 774-9898	www.harlemshakefranchise.com
HoneyBaked Ham	1957	1998	\$291,700 - \$516,500	Sarah Reaves	(678) 966-3399	www.honeybaked.com
Huddle House	1964	1966	\$558,035 - \$1,443,175	Natalie Hansen	(720) 212-3016	www.huddlehousefranchising.com

INDEPENDENT GUIDE TO THE BEST FRANCHISES

FRANCHISOR	FOUNDED	FRAN. SINCE	INITIAL INVESTMENT	CONTACT	PHONE	WEB ADDRESS
HuHot Mongolian Grills	1999	2002	\$984,000 - \$1,219,000	Andy Vap	(406) 251-4303	www.huhot.com
Jon Smith Subs	1988	2007	\$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
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	1988	\$366,693 - \$820,026	Ammy Harrison	(513) 474-5957	www.penn-station.com/franchise
Perkins Restaurant & Bakery	1957	1986	\$1,183,715 - \$3,290,465	Natalie Hansen	(720) 212-3016	www.perkinsfranchising.com
Philly Grill Franchises	1993	2016	\$200,000	Ron Fine	(561) 502-1900	www.the Phillygrill.com
Pizza Ranch	1981	1984	\$1,127,500 - \$2,526,500	Jeffrey B. Anderson	(712) 707-8800	www.careers.pizzaranch.com
PJ's Coffee of New Orleans	1978	1989	\$406,000 - \$1,131,000	Ryan Stansbury	(504) 6065458	www.pjsfranchise.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.pokelife.com
Poke Rainbow	2016	2018	\$142,950 - \$218,400	Leo Wang	(818) 453-3603	www.pokerainbow.com
Popbar	2010	2010	\$217,000 - \$458,400	Reuben BenJehuda	(212) 255-4874	www.pop-bar.com
Qdoba 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
Rocket Fizz Soda Pop and Candy Shop	2009	2009	\$124,000-\$266,000	Bob Campbell	(916) 337-8860	www.rocketfizz.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
Sbarro	1956	1979	\$210,000 - \$850,000	Jonathan Karam	(614) 737-7957	www.sbarro.com/franchise
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
Smokin' Oak Wood-Fired Pizza & Taproom	2009	2017	\$336,120 - \$889,313	Matt Mongoven	(800) 656-0779	www.smokinoakpizza.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	\$312,500 - \$731,260	Austin Werths	(618) 219-6190	www.franchise.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

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.

SOME POOR ADVICE

*Advice should be based on researching
the market and real data.*

By Patrick Laforet

As a young man many years ago, I worked in a food plant in Toronto as a customer service representative. It was my first job out on my own.

I had arranged to share an apartment and bought my first car. I was confident and looking to make my mark.

There was a new chemist who joined our company. He came with his wife and two children from Korea. We would often talk to him at lunch and on break. His English was very poor, and one of my coworkers and I decided to take turns going to his home twice a week and help the whole family with their English. It felt good to help someone.

A few years later, even after I had left the company, we had stayed in touch. He asked me if I would mind giving him some advice. He explained that he was considering buying a business and was hopeful that I could share my thoughts and advice regarding his choices.

He was looking at two options. One was a hardware store on a busy road in Toronto, and the other was an ice cream store (with more than 30 flavors). They were about the same cost

WE LIVE AND LEARN. I REALIZE THE POWER OF INFORMED ADVICE, HAVING ONCE GUIDED A FRIEND WITH MERE ASSUMPTIONS.

when you considered the need to also purchase the inventory in the hardware store. The ice cream store really only contained the signs and freezer equipment along with the ice cream inventory.

This brand of ice cream was new to Canada at the time and was selling its many flavors, with the basic cone costing just over \$3.00. (Many other ice cream locations were selling a cone for \$2.00 or less.) That should give you some idea about how long ago this was!!

He asked me what I thought of each opportunity.



PHOTO BY TEEJAY

My response was that it seemed to me that high end ice cream was a bit of a fad or possibly a passing thing, while hardware was something always in demand. The neighborhood he was considering was also in an area where there was a lot of renovation going on.

I also shared that ice cream seemed to me to be a seasonal item in a country like Canada with long, cold winters.

In hindsight, I was very wrong in my views.

The hardware business was inventory intense, and the margins were good, but not great. There was really no growth to speak of, and it became a solid but not exciting investment.

On the other hand, this ice cream franchise took off like a rocket. Money was tight and families could not go on as many holidays or rent cottages, but they could always treat themselves to fabulous ice cream treats. The margins were better, and it was

easier to hire help. I was well intentioned, but it was really poor advice.

He ended up buying the hardware store, and ran it for many years. It has always stuck with me that had I done some homework and research, it would have been much more obvious which may have been the better choice.

He survived and owned it for many years, but I have always felt that I could have given better advice had I had the real data and figures to bolster my opinion, rather than my somewhat uneducated view of the two very different markets. We live and learn. ►



Patrick Laforet is a senior recruiter with over 25 years of experience placing sales, marketing, and senior management positions all across North America with a particular focus on the franchise industry. He has been described as a trusted advisor by many of his clients.



YOUR FRANCHISE WINGMAN: A GUIDE TO PICKING A MENTOR

A mentor can offer life-long guidance.

By Tiffany Dodson

Once you become a franchisee, you will have many next steps. Some of those steps include training, meeting new people in the franchise system, preparing your first location, and finalizing your business plan. While the franchisor has

an operating system that smooths your path, you will have a few bumps along the way. And your franchise operations coach will be there to help you; however, a mentor will help accelerate your timeline and make that path even smoother. As you meet others in your system, look for someone who could serve in this valuable role.

You may think, “I’ve got this! I have years of business and life experience. Plus, I bought into a franchise system. And my franchisor assigned a coach to me.” All of this will come in very handy. Yet, even successful veteran franchisees have mentors to stretch their ability and guide them through inevitable business challenges. Your goal: stay savvy, not stubborn.

What is the difference between a coach and a mentor? A coach often works on a particular set of skills. Think of a personal trainer, for example. The personal trainer creates a plan to improve areas of weakness and measures progress. Normally, coaches lead a shorter-term project than a mentor. Mentors usually work with you for a long period of time. Rather than handing you a playbook, they share their wisdom and experience. They are less interested in the individual shot, but rather improving your performance across the entire game. Coaches are great for achieving specific goals. Mentors offer invaluable life-long guidance for growing your business and personal capacity.

How do you select a mentor? As a friend recently reminded me, just because someone has been in business for 10 years doesn’t



PHOTO BY SUE STYLES



PHOTO BY PIXABAY

mean that you should take their advice! A seasoned successful individual who has the capacity to nurture another business owner will make a great mentor. Here are five tips to finding a great one:

01 Business Experience and Success: Using the key performance indicators (how you measure success in your franchise), look for someone who has been successful at the franchise for several years. This indicates they have weathered business challenges and come out successfully. As well, they know the franchisor's system and how to apply it to the business to grow a profitable franchise. They will have accumulated many

ways to train a team and could share this bounty with you.

02 Aligned Goals and Values: Do the two of you share common values? It is not only about achieving success but also the path taken. Find a mentor who takes a path that you too would walk. The more you have in common, the easier to follow their suggestions. For example, if the mentor focuses on profit maximization at any cost and you want a happy long-term team, then you will have a recipe for tension.

03 Accessibility and Willingness: Find a mentor who is willing to connect and mentor you. If they do not have the time or

desire to nurture another business owner, then they will not offer the benefits of a mentor.

04 Critical and Constructive: Realize that to offer help, a mentor will offer critical advice. Otherwise, how would you learn if they agree to everything that you do? The critical advice should still come in an uplifting manner that serves to move your business forward and with the intention of saving you time and money.

05 Networking: With many years in the system, your mentor will have a vast network of corporate members and franchisees. These individuals will have valuable lessons as well. Look for a mentor who generously shares connections.

Mentorship offers a fast track to development and serves as a wonderful complement to any franchise system. We join a franchise because of the system, and the people make that system spectacular. Seek a sage mentor willing to help you navigate the waters of your new business! ►



PHOTO BY MATHEUS BERTELLI



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.



PHOTO BY ASKAR ABAYEV

BITE SIZED FRANCHISING

Post pandemic, the snack trend is growing

By Christina D. McAmis

The franchise industry is returning to prepandemic levels. As it continues to outpace even the projections, service-based franchises as well as QSR (Quick Service Restaurant) concepts are leading the way. While inflation and other factors create headwinds for businesses across the United States and even globally, the franchise model with its bulk buying power and cooperative growth style is truly showing its strengths.

If you are looking for a franchise opportunity, love food, but aren't sure a full-blown restaurant concept is right for you, consider a bite sized franchise! With snacking becoming more and more trendy, brands that offer interesting drink or snack menus are on

the rise. The bonus is less equipment and a more simplified business model in many cases.

During the pandemic, everyone wondered what was going to happen to the restaurant industry, with so many sit-down or QSR

restaurants shutting their dining rooms to consumers in an attempt to slow the spread of Covid-19. People turned to take-out and delivery options. Brands with robust mobile apps and/or presence on delivery platforms such as Door Dash, Uber Eats, or Grubhub



PHOTO BY MIRCEA

Franchise industry rebounds with bite sized concepts, blending tech and snacks for a balanced customer experience.

were ahead of the competition. Many brands that were dine-in only struggled to shift to a take-out model. Now as things settle into the new normal and people have largely gone back to old routines, it doesn't appear that the restaurant industry will permanently have a whole new look. Although there were fears that eat-in restaurant experiences were a thing of the past, crowds again pack local dining establishments. However, the pandemic left its mark in the food and drink industry. More and more establishments have implemented a hybrid approach to food and drink services offering sit-down, delivery, and takeout experiences. Technology and mobile apps have assisted restaurants in providing seamless experiences to guests regardless of what dining option they choose.

As we bring 2023 to a close and we look to 2024, there are some trends in the food and drink industry to observe. One is more technology, but also more integration with the existing business structure and a more polished experience for the consumer whether it is ordering through an app, driving up to pick-up, or ordering through a kiosk at the table, technology appears to be here to stay. As Americans express record levels of feelings of isolation, we seem to isolate ourselves more and more by removing the people in our communities we tend to chat with. I certainly have had my favorite barista or waiter. As we move into the future it appears that although tech is here to stay the food and drink industries are listening and working hard to strike a balance between efficiency and the cost of staffing and labor shortages and customer experience. Consumers are likely to be drawn to those brands that strike the right balance with their customer base.

Another trend that has been emerging and that continues to grow is the snack trend. Consumers are more frequently choosing brands that offer interesting snacks, or specialty drinks. One of our growing franchisors, Teapioca Lounge is striking this balance between technology and personal interaction and is serving up smiles with a



diverse yet approachable drink menu and comfortable atmosphere. Teapioca Lounge locations invite consumers to "Come for the confections and stay for the Connections." Franchisees and staff are trained in assisting the consumer in choosing a drink that might be adventurous for them but still match their preferences and tastes, giving the customer an experience they will want to repeat.

Confections have always been popular, and they are here to stay. Another growing bite sized brand that has been featured on QVC and has recently launched into the franchise space is Chocolate Moonshine, featuring chocolate that is illegally good. Chocolate Moonshine focuses on the consumer experience, specifically training franchisees and employees to help customers pick chocolates with flavors that match their palates, offering a wide variety of flavors including fudge, truffle bars, and even sipping chocolates.

If you have been considering a food franchise but have been worried about the complexity of the business model and the vast amount of equipment and regulations, consider a bite sized franchise and look at the snack and drink verticals. Now, as an

attorney I couldn't possibly skip the legal disclaimer, can I? Nope. Even though bite sized franchising may have smaller investments or upfront costs, they are still a long-term agreement that should be entered into with due diligence, good legal advice, and the assistance of a franchise broker and financial planner. Don't skip the important part just because the investment looks tasty! Happy snacking! ▶



Christina D. McAmis is a franchise attorney and CFE candidate. She is proud to be part of the Shelton Law & Associates (SLA) franchise team. As part of the team, she offers clients guidance and support as they achieve their franchise goals.

SLA attorneys have 50+ years' business consulting, franchise, and trademark experience. Their knowledge facilitates an understanding of a large variety of businesses, services, site selection, 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 services for a flat monthly fee.

SLA additionally works with entrepreneurs buying franchises by assisting with business creation, industry evaluations, franchise disclosure document review, fairness factors, site selection, opinion letters, and negotiations. For more information or to schedule a customized consultation for your business, you can write to franchising@SLA.Law or call (866) 99-FRANCHISE.



PHOTO BY FAUXELS

TOP 10 TIPS FOR BUILDING A HISTORY-MAKING BUSINESS

Set your goal, then plan your weeks so you can reach it.



PHOTO BY ANDREA PIACQUADIO

PART ONE

By Kimberley Daly

You didn't say YES! to your franchise dreams to be average. You said YES! to build an extraordinary business, and I want to help you achieve that.

It has taken me many years to learn some of the lessons I'm about to share with you, but franchising is about following systems and people who have what you want, so why not learn from the systems that I have created that took me to the top and have kept me climbing for over a decade.

1. The first and most important step to building a history-making business is to set a huge goal. I know that sounds obvious to some and makes others roll their eyes, but however you feel about it, it's the truth. Goals are the gas in your business engine, and the higher the goal, the higher the octane. If you want to run at top speed, you need huge goals. Secondary to this goal is to expect not to achieve your goal. If you get 100% of your

Building an extraordinary franchise business means setting huge goals, staying accountable, and leading with integrity.

goal, you left too much on the table. Aim for 100% of a massive goal but be satisfied with 60%. Remember, this is about making history, not being average.

2. Build out your calendar. How many days are you going to drive sales vs. coast or be out of the office? I would recommend that you start with 48 weeks and 5 days per week. This creates a bank of 240 days to drive revenue but still leaves plenty of time to coast or be on vacation. The goal is to create productive days and quality of life balance. With a bank of 240 days, now divide your revenue goal by your average ticket or average customer value to determine how many customers per day you need to serve. You can call it revenue per day, but personally, I don't like focusing on money. The point of a business is to serve people, and once you've helped others get what they want, then you get what you want. So, I focus on how many lives I want to change.

The last part of step two is to know how hard you must work to find that one customer. What is your closing ratio in a sales business or retention rate in a recurring service? If you are 1:3 on closing ratio, then calculate how many appointments you need on your books for each day you are going to work to get to the one "yes." For example, if my goal is \$1,000,000, and my average customer pays me \$5,000, then I need 200 customers in my 240 days of work. Basically, if I sell one customer every day I come to work, and the average of what I sell is \$5,000, at the end of the year, I will have built a \$1,000,000 business in 12 months. If my closing ratio is 1:3, then every day, I need three appointments on the books or 15 appointments per week. I need to get through the 10 no's to find the five yeses.



PHOTO BY ANDREA PIACQUADIO

Simple, right? Yes! The plan is simple. Execution is not easy, but the plan is simple. Simplicity is the key to making history. Complicated spread sheets are for accountants. If you want to make history, all you need to do is focus on your customer acquisition process because having enough customers will cure anything that ails your business most especially your attitude!

3. Define your core values and lead with them. When you know what you stand for, you lead with clarity and integrity, and that clarity and integrity trickles down to your customer experience.

4. Always be learning and growing. Don't be the expert, be the student. Read business books, listen to podcasts, watch videos. There are thousands of resources available. Use them! Devote time each day to your personal growth. I make time in the morning to read spiritual books that help set my heart and mind in the right place for the day. When I walk or do cardio at the gym, I listen to podcasts and business books. This way, I am growing my mind and muscles at the same time. Find what works for you. The most important part is to be consistent.

5. Start each week with clearly defined goals for the week. Don't look at the \$1,000,000 mountain other than to have that number plastered on the walls of your office as a reminder that that is what you are moving toward, but keep your daily goals written down and all around you. I have notes all around me on my desk. I am constantly looking at where I am in relation to where I want to end up by the end of the week. In this way, I am not lying to myself or avoiding the truth. Business ownership is about accountability, so become accountable to yourself. If you live up to your own goals, that alone will change your life. Personal integrity is strength. What an amazing gift to give yourself.

The sixth step to building a history making business is....

(To be continued next month, so stay tuned!)



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.

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

The 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

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The Premier Healthcare Staffing Solutions Provider for Nearly 40 Years!

By franchising with ATC, you join a \$64B Industry and Help Provide Care to Your Community!

Founded in 1985 by Brothers David And Stephen Savitsky as a small, but nimble Healthcare Staffing Company operating “Around The Clock” in Queens, New York.

In the decades that followed, ATC Healthcare Services grew to become a leader in healthcare staffing and healthcare franchising. ATC brings its high-quality staffing system to 60+ territories from coast to coast. Today, David and Stephen continue their mission to connect healthcare professionals throughout the field and turn caring entrepreneurs into healthcare franchise partners.

From the first day to today, through acquisitions and expansions, ATC has been focused entirely on ensuring that healthcare professionals have the highest-quality staffing solutions available. We're proud to share that mission with our franchise partners around the U.S. Today, thousands of U.S. partners look to ATC as the partner of choice to solve staffing problems on demand, from hospitals and residential care programs, to large public health departments, public school systems, medical groups and municipal governments.

ATC's franchisees have the ability to fulfill ANY medical staffing contract - whether it's per diem, permanent placement, or travel - and they have the ability to place administrative personnel, nurses, or allied professionals (non nursing/physician). It truly is a one-stop shop for flexible healthcare staffing needs. The corporate office has also partnered with the major vendor management systems (VMS) and managed service programs (MSP) that the largest hospitals use nationwide. Franchisees are given access to these systems to find local opportunities to place their healthcare associates.

Our long and successful history of working with public facilities and government offices allows franchisees to service substantially larger contracts they would not be able to attain on their own. These types of entities rely on past performance when awarding new contracts. ATC has an impressive proven track record with them and hands their franchisees the contracts.

ATC does all of the invoicing and collections as well as fund the franchisee's payroll for their healthcare workers 100% interest-free. There is no need for the franchisee to obtain a large line of credit to fund their healthcare professional pool's payroll. ATC makes sure the healthcare professional is paid every week and sometimes daily.



ATC HEALTHCARE SERVICES

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Lifting Noodles Ramen Now Available For Franchising Around

Atlanta's favorite ramen is ready to sweep the nation

Lifting 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**

LIFTING NOODLES RAMEN

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A Home Care Franchise Opportunity for Compassionate Entrepreneurs

We're a proud leader in the field of home care, matching the highest-quality caregivers with the people who need them most.

CareBuilders at Home is a home care franchise that provides personal care, companionship, and wellness services to seniors, people with disabilities, and others in need of assistance at home. Founded in 2011 by brothers David and Stephen Savitsky, CareBuilders at Home is a values-forward company with a mission to ensure client safety, promote independence, and improve quality of life. With over 150 years of home care experience and 30 years of franchise experience, the company provides franchise partners with a full suite of administrative support services, including billing and collections, caregiver payroll funding, human resources support, caregiver benefits management, workers' compensation and general liability insurance, sales, marketing, and public relations

support, and technology to manage daily operations.

As a leading senior care franchise, CareBuilders at Home offers innovative service extensions to differentiate from its competitors and drive profitability for franchise partners. These include a Virtual Caregiver Platform that uses cutting-edge technology to provide clients with an instant connection to friends, family, and their care team; a Brain Health and Fitness Program to promote cognitive development and independence; and Personal Assistant Services for task-specific needs such as personal care, housekeeping, and transportation. With the senior care industry projected to reach \$1.7 trillion by 2028, CareBuilders at Home is an established brand that is well-positioned to meet the growing needs of the aging population.



CareBuilders at Home

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www.carebuildersfranchise.com

The Great Greek Mediterranean Grill Franchise Opportunity

Delicious and Healthy Mediterranean Cuisine

Consumers 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

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Franchise the Flavor of New York!

When 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 Rib-eye 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.

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BY THE NUMBERS



STARBUCKS, FOUNDED IN 1971, SERVES OVER **100 MILLION** CUSTOMERS WEEKLY ACROSS ITS **30,000+** COFFEE SHOPS WORLDWIDE.

CHICK-FIL-A, KNOWN FOR ITS CHICKEN SANDWICHES, HAS A LOYAL FOLLOWING WITH OVER **2,500 LOCATIONS**, PRIMARILY IN THE UNITED STATES.



PANDA EXPRESS, A POPULAR CHINESE-AMERICAN FAST-FOOD CHAIN, WAS FOUNDED BY ANDREW AND PEGGY CHERNG IN 1983 AND BOASTS OVER **2,000 LOCATIONS** WORLDWIDE.

MORE THAN A THIRD OF AMERICAN KIDS EAT FAST FOOD EVERY DAY.



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FRANCHISE DIRECT

MCDONALD'S IS THE WORLD'S BIGGEST FRANCHISE WITH MORE THAN **38,000** RESTAURANTS.



TACO BELL, PART OF YUM! BRANDS, IS FAMOUS FOR ITS TEX-MEX FARE AND OPERATES OVER **7,000 RESTAURANTS** GLOBALLY.



Domino's Pizza pioneered pizza delivery and now operates in over **90 countries** with nearly **18,000 stores**.

STATS SHOW THAT **10.5%** OF BUSINESSES IN THE U.S. ARE FRANCHISEES.

THE AVERAGE AMERICAN SPENDS **\$1,200** ON FAST FOOD IN A YEAR.



AMERICAN HOUSEHOLDS SPEND **\$3,154** EATING OUT.

THERE ARE OVER **250,000** POSSIBLE WAYS TO ORDER A BURGER AT FIVE GUYS.

THERE ARE **38 MILLION** WAYS TO MAKE A SUBWAY SANDWICH.

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