



The Mountains are Calling **INVEST IN TWIN PEAKS**

With the focus on quality, execution and an all-female wait staff, **Twin Peaks** pairs a **scratch kitchen** with the **ultimate sports bar experience** – all set in a comfortable mountain lodge. The draft beer flows at a signature -2° and the friendly service of Twin Peaks Girls leaves every guest feeling like a regular.



SCRATCH KITCHEN

Made-to-order American
comfort food for every appetite



EXTENSIVE BEVERAGE PROGRAM

-2° draft beer, dedicated whiskey,
hand-crafted cocktails



#1 SPORTS BAR

Wall-to-wall views for every
game day and fight night



MOUNTAIN LODGE ENVIRONMENT

Unique, comfortable, casual lodge setting



TWIN PEAKS GIRLS

Friendly, engaging, and attentive all-female wait staff



[Visit Our Franchise Website](#)

TWIN PEAKS SETS THE COLD STANDARD FOR SPORTS BARS

Twin Peaks was founded in 2005 by Randy Dewitt and Scott Gordon in Lewisville, Texas. An instant hit, just a few years later Twin Peaks won a 2010 Hot Concept award from *Nation's Restaurant News* and in 2014 was America's fastest-growing restaurant chain with \$165 million in sales – a figure that by year end had swelled to \$240 million, “the largest increase of any restaurant company with at least \$200 million in domestic sales,” according to Forbes. Most recently, *Nation's Restaurant News* named Twin Peaks one of the ten biggest sports bars in the U.S.

There's a reason for all of this success. Upon entering a Twin Peaks lodge, our guests know they've discovered something unlike any other, a fact our franchisees recognize as well. In any neck of the woods, our lodges are always reminiscent of a comfortable cabin tucked away in the mountains. Here at Twin Peaks, the lodge mentality reigns supreme and we differentiate ourselves from the competition with our five unique brand pillars: the Twin Peaks Girls, made-from-scratch food, 29° draft beer, sports on wall-to-wall TVs, and the local lodge atmosphere.





[Visit Our Franchise Website](#)

THE ULTIMATE EXPERIENCE AND THE ULTIMATE FRANCHISING OPPORTUNITY

Our guests enjoy the best sports viewing anywhere thanks to our state-of-the-art A/V system and custom DIRECTV package developed just for us. And when it comes to our food, we don't disappoint there either. Our menu is not reliant on a single menu item that can expose a franchisee's restaurant to commodity fluctuations.

Possibly our most unique and marketable asset is our beverage program. At Twin Peaks we are famous for our bone-chilling 29w draft beer, our award-winning Twin Peaks Brewery branded beers, the most extensive beer menu of any concept in the category, and a compelling cocktail program that features barrel-aged whiskey.

However, the most recognized asset of Twin Peaks is our Twin Peaks Girls. They are the essential ingredients to the perfect lodge experience. They are the beautiful faces that represent our brand. Equal parts friendly, engaging and attentive, the Twin Peaks Girls ensure every guest feels like a regular. They are a big reason our customers consistently come back again and again.





[Visit Our Franchise Website](#)

OUR PEAK PERFORMANCE PROVIDES A GREAT VIEW FROM THE TOP

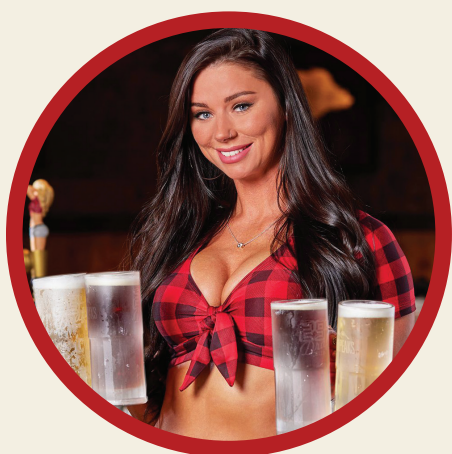
We recognize that in order to stay on top, we have to continue to provide uncompromising levels of quality and service for our guests and our franchise partners. We have a clearly defined brand that delivers category leading financial results.

90+ Locations in 26 States

2022 Nation's Restaurant News Top 500 List

2022 Restaurant Business Top 500

2022 Black Box Top 5 Restaurant Brands



From highlighting our beginnings 17 years ago and the five brand pillars that drive our success to why our franchisees chose Twin Peaks, this report provides valuable insight and the inside scoop as to why Twin Peaks dominates its vertical in the sports bar restaurant industry and why it attracts the attention of so many successful operators.



Multi-Unit FRANCHISEE SPOTLIGHT

[Visit Our Franchise Website](#)



RICKY ROSA – AVALANCHE FOOD GROUP (COO)

What first attracted you to Twin Peaks?

It was our passion for both food and sports. When my brothers and I were first introduced to Twin Peaks, it really clicked for us. The quality of the food and the level of attention to detail were very similar to the type of guest experience we were used to providing in our own restaurants.

Has your investment in Twin Peaks meet your initial expectations?

We're loving every minute of it!

What was your background before franchising with Twin Peaks?

Over the years, we owned and operated our own family restaurants—from Italian to Mexican concepts—from full service to quick service. We remember it as “Mama and Papa U,” the school of hard knocks. Our parents gave us this incredible foundation that's helped us understand every facet of the business. It's given us a competitive edge in delivering brand standards and meeting the expectations of our guests, each and every day. When we were independent operators, we could never keep up with the big boys. With Twin Peaks, we have the tools to make sure we do it better than the other guys, and now they're chasing us.

Why did you choose to franchise with Twin Peaks?

As proud independent restaurant operators and sports enthusiasts, Twin Peaks was the complete package for us because it provides the ultimate guest experience. We recognized that Twin Peaks was a brand that was built to last, one that we could grow with for years to come.

Did any support element exceed your expectations?

Without a doubt, it's the food made from scratch daily. And, delivering a 29-degree mug of beer with mouthwatering beer crystals floating to the top - it just doesn't get any better than that. I remember the first time we stepped into a Twin Peaks kitchen and opened the door to the walk-in freezer--nothing inside but those frosty mugs and the ice cream. That said it all for us!

What are your short and long-term Twin Peaks development plans?

We have an area development agreement to open 15 stores in the Houston, South Texas and Indianapolis markets. Currently, we've opened eight stores, and we're focused on seeking out strategic locations that will give our operating team the winning edge from the first day we open our doors to the public.

What makes Twin Peaks stand out against the competition and how does that make it a good option for diversification or new growth?

It was eight years ago that my brothers and I first came to know about the Twin Peaks concept. Just like our guests, we were looking for a brand we could believe in. The operational standards and the potential for longevity had to be there for us. It was also important to have a solid partner in our franchisor. Twin Peaks gave us these things, along with the elements that set us apart--the scratch kitchen, the 29-degree beer, the beautiful Twin Peaks Girls, the mountain lodge sports bar experience—no one else in our segment can compete. We knew right away that we'd found something we could put all our energy and experience into and that we could execute operationally at the highest level.



Multi-Unit FRANCHISEE SPOTLIGHT

[Visit Our Franchise Website](#)



JACK FLECHNER – DMD Ventures (CEO)

What first attracted you to Twin Peaks?

We were looking for a brand that highlighted alcohol sales as well as the food aspect of a restaurant. I had visited a competitor while living in Baltimore, and looked in to investing in that brand. Ultimately, we decided there were multiple things about it that we didn't like. What really struck us upon our first investigation into Twin Peaks was the quality of the food. Twin Peaks is a sports bar restaurant, and typically these types of places have mostly frozen food that is offered just to keep customers there. Twin Peaks treated food as a reason to come and return, not just a necessary evil.

Has your investment in Twin Peaks meet your initial expectations?

While the overall costs exceeded our expectations, so have the sales.

What was your background before franchising with Twin Peaks?

I am a real estate attorney by training and trade. I got into restaurants as a diversification strategy. I first began my career with restaurants by developing part of Miami as a Five Guys Burgers & Fries franchisee. I sold that company and moved on to another QSR concept and then became a Twin Peaks franchisee. We also develop and own strip centers and hotels as a result of our development of Twin Peaks, which has allowed us to put some of our Twin Peaks into locations that would normally be cost prohibitive if just developed as a Twin Peaks.

Why did you choose to franchise with Twin Peaks?

We loved the look and feel of the restaurant and thought it would play well in south Florida since there was nothing like it down here. In talking to other existing franchisees, they seemed to have a passion about the brand and seemed to be happy with their investment.

Did any support element exceed your expectations?

The high level of camaraderie among the franchisees has really been unexpected and appreciated.

What are your short and long-term Twin Peaks development plans?

We look forward to continuing to build out our current development agreement and possibly expand into additional territories.

What makes Twin Peaks stand out against the competition and how does that make it a good option for diversification or new growth?

The level of support from the marketing department is far and away better than any of the other concepts I've been involved in. As a brand, Twin Peaks also has a high level of brand loyalty among its customers.



Multi-Unit FRANCHISEE SPOTLIGHT

[Visit Our Franchise Website](#)



VICTOR ANSARA - MOTOR CITY PEAKS (PRESIDENT/CEO)

What first attracted you to Twin Peaks?

We were looking for a new concept not in direct competition with our current concepts.

Has your investment in Twin Peaks meet your initial expectations?

Our sales are pretty close to our projections. The concept has weathered a couple down years, and now we're seeing significant sales growth and looking forward to continued sales growth in the years to come. We have been very sales focused in the past, but now I think we need to work on prime cost reduction, specifically food cost.

What was your background before franchising with Twin Peaks?

I am a lawyer by trade and actually practiced law for eight years, but I have always been in the restaurant business. My family was one of the first Big Boy franchisees in Michigan, and I worked in those businesses growing up. We are currently the largest Red Robin franchisee in the system.

Why did you choose to franchise with Twin Peaks?

We liked the AUVs and comp sales, food/alcohol mix, and the high-quality food. We did not believe that there was really a direct competitor for Twin Peaks in our market. When reviewing the concept, we were very impressed by the level of training of the Twin Peaks Girls.

Did any support element exceed your expectations?

The grand opening team support was good, and design and construction support is very good too.

What are your short and long-term Twin Peaks development plans?

We have four restaurants currently open. Our plan is to continue to open 1-2 restaurants per year for a total of 10 in our market.

What makes Twin Peaks stand out against the competition and how does that make it a good option for diversification or new growth?

Comparing to standard casual dining, we have very few competitors. In our market, our only significant competitor is Buffalo Wild Wings, and I believe there are significant differences in the concepts. It was great to find a concept that I felt comfortable locating near my existing restaurants without fear of cannibalization. The high alcohol mix makes meeting COGS budgets much easier. I think we still have significant opportunities in food cost.



TWIN PEAKS' 2023 GROWTH PLANS UNFAZED BY TALK OF RECESSION

It doesn't affect our plans at all. In 2023, we plan to execute 20 to 30 domestic locations, and 10 to 20 international locations. There have been—and always will be—peaks and valleys in our economy. We believe we've brought a product to market that's built to weather the valleys and capture even more market share, even as our competitors struggle in the tough times.

Unlike many concepts in our space, we aren't tied exclusively to one protein. We can pivot to chicken, beef, pork, or fish when one or several of those proteins become more difficult to obtain or too expensive to buy because of supply chain challenges. The same is true of our liquor offerings and entertainment. We carry events featuring cricket, tag, cornhole, racing, fishing, skating, etc. We aren't tied to just the four major sports of football, baseball, basketball, and hockey.

We had record-breaking weeks during the World Cup, and many of those games were played early on weekdays. It was a great complement to the college and pro football games that dominate the screens on the weekends that time of year. When sports programming slows in the dog days of summer, we get creative with drink and food specials. We also invite our Twin Peaks Girls to get in on the fun and alternate uniforms to attract guests craving a unique experience when there's not much to see on television.

Locating and securing real estate in a down market is wise and leads to greater upside—assuming you've done your diligence and are acquiring "A" sites in dense markets. It's the one time a developer might actually find a deal on a great piece of real estate.

Fear of a recession affects consumer confidence, including our developers and operators, not just the guests in our lodges. As a result, many developers and operators are hesitant to make a commitment when sentiment is down. It can also affect the cost of capital, making it difficult for developers to complete their capital stack, particularly if they're chasing a construction loan. There is less debt capital available because fewer lenders will lend in that kind of environment, and the cost for that capital is often much higher.

But we see more upside. We run a tight ship. It's built to thrive in good and bad times.



TWIN PEAKS NEARS 100 LOCATIONS TO FINISH AWARD-FILLED 2022



FAT (Fresh. Authentic. Tasty.) Brands Inc., parent company of Twin Peaks Restaurant and 16 other restaurant concepts, is pleased to announce another strong year for Twin Peaks. The leading sports lodge concept generated strong growth throughout 2022 in addition to landing top spots on several prestigious awards lists.

In total, the banner year saw Twin Peaks open nine new lodges, while also signing four new area development agreements (ADAs) to add 26 future lodges in the United States and one ADA in Mexico for an additional 32 lodges. These agreements are expected to allow the brand to surpass the monumental 100-restaurant milestone by spring of 2023.

"We're proud of the work our teams put in to ensure that Twin Peaks stays at the forefront of the sports bar segment and the restaurant industry as a whole," said CEO Joe Hummel, who was named one of the most influential restaurant CEOs by Nation's Restaurant News readers in 2022.

Twin Peaks began 2022 with the opening of its third lodge in Mexico City and now has four locations south of the border. The brand enters 2023 with 95 locations across the United States and Mexico with an anticipated 18-20 additional restaurants opening in 2023 in Chattanooga, Tennessee; Greenwood, Indiana; Deer Valley, Arizona; Columbus, Ohio; Springfield, Missouri; as well as Daytona Beach and Jacksonville, Florida to begin the year.

The brand signed several domestic ADAs to expand its footprint, including eight locations across North Carolina with Music City Consulting, four locations in the Ohio River Valley with JEB Food Group and three restaurants in the Pittsburgh area with the Falcons Group. Twin Peaks also secured an agreement with Dos Montes Corp. to add seven locations in Chicago and its largest international ADA to date with its subsidiary, Operadora 2 Montes, for 32 lodges in Mexico.

Twin Peaks also scored a number of industry honors. It placed seventh in Nation's Restaurant News' "Top 10 Biggest Sports Bars" and ranked 107th among the publication's "Top 500 Restaurant Chains." Twin Peaks also earned additional recognition by being named to Entrepreneur's "Top 500" list and Black Box's "Top 5 Restaurant Brands."

In addition to these accolades, Twin Peaks continues to level up the sports bar's menu. Twin Peaks amplified its scratch-made kitchen in 2022 with new artisan Flatbreads, Crispy Mini Beef Tacos, a variety of Street Tacos made with in-house smoked meats, a hand-cut choice New York Strip Steak, and specially crafted dessert and shot pairings.

Twin Peaks wrapped up its banner year by joining several partners in local fundraising initiatives. From serving meals to those affected by Hurricane Ian in Florida to fundraising efforts to raise \$10,000 for Warriors for Freedom in Oklahoma to various local toy drives and gifting Christmas trees to military families throughout the holidays, Twin Peaks staff gave its time and effort to help support those in need throughout the communities in which it operates.

Capping off the year was Twin Peaks' partnership with two national nonprofit organizations. Twin Peaks supported the ALS Foundation with a systemwide campaign to raise \$15,000 for the organization and hosted the Twin Peaks Annual Hero's Golf Tournament that raised \$100,000 for its military foundation, Tunnel to Towers.

As Twin Peaks looks forward to surpassing the 100-restaurant milestone, the award-winning brand also has more big things in store for 2023 with continued unit growth, exciting marketing promotions for Super Bowl Sunday and March Madness, and a focus on the continued evolution of its sports bar fare with the launch of its new craft cocktails and spirits menu. Guests can also expect an expansion of its premium barrel selects that include refined choices like Angel's Envy and Stag Jr. bourbon and Corazon Resposado Buffalo Trace tequila to go along with reimagined cocktails and a fresh batch of quality spirits.



Global Franchise



Shamsu Charania of The Falcons Group has signed the deal for three units in Pittsburgh

TWIN PEAKS SIGNS MULTI-UNIT DEAL IN PENNSYLVANIA

MAY 02, 2022

The FAT Brands-owned Twin Peaks, the sports bar lodge brand, has announced the signing of a multi-unit deal in Pittsburgh, Pennsylvania with Shamsu Charania of The Falcons Group. The locations will be situated in the Pittsburgh area in Allegheny, Washington and Westmoreland.

Charania has significant experience in this field himself, owning over 90 locations of multiple brands. He expects to open one location a year, starting either in late 2022 or early 2023.

"We're excited to partner with Shamsu and his team to continue our expansion into the northeast," said Joe Hummel, CEO of Twin Peaks.

"The Falcons Group brings years of experience in the Pittsburgh restaurant scene that will help us rapidly increase our brand in Pennsylvania. The Pittsburgh sports fanbase is a proud, passionate group, and Twin Peaks will offer a sports fan paradise to ensure they won't miss a second of their beloved Steelers, Penguins, Phillies, Panthers and Riverhounds.

"We can't wait to bring the lodge experience to the history-filled Steel City!"



[Visit Our Franchise Website](#)



TWIN PEAKS SIGNS MULTI-UNIT DEAL TO EXPAND FURTHER ACROSS NORTH CAROLINA

The ultimate sports lodge signs franchise area development agreement to open eight locations across The Tarheel State

Twin Peaks Restaurant is bringing its one-of-a-kind sports watching paradise and lodge experience to more fans in North Carolina!

Twin Peaks CEO Joe Hummel announced today that the brand has executed an area development agreement with Music City Consulting to open eight franchise locations in The Tarheel State. Music City Consulting plans to open at least one new lodge every year in areas including Charlotte, Durham, Fayetteville and Raleigh.

Music City Consulting is an experienced Business and Restaurant Consultation Firm with members who have successfully operated additional restaurant concepts throughout North and South Carolina. The Firm became attracted to Twin Peaks' branding, atmosphere and successful business model. The eight new locations will join three existing lodges in the state, located in Concord, Jacksonville and Winston-Salem.

"We're excited to partner with Music City Consulting and grow our presence in North Carolina," Hummel said. "Music City Consulting brings area expertise that we look for in new franchisees and we can't wait to bring our ultimate sports lodge experience to more communities in North Carolina. Twin Peaks will make sure that Hornets, Hurricanes, Panthers and local college fans won't miss a second of their beloved teams' games."

Twin Peaks offers more than just wall-to-wall TV coverage of every major sporting event, tournament, game and fight. In addition to Twin Peaks' wide selection of draft favorites, the robust beverage menu has something for everyone, whether it's a rare bourbon or tequila poured over a crystal-clear ice ball or a hand-crafted cocktail. Plus, the made-from-scratch kitchen is bursting with flavors with items such as hand-smashed burgers seared to order, beer-battered chicken tenders, in-house smoked favorites and game day shareables for the whole crew.





Some on the list include Brazil, Canada, and Columbia.

TWIN PEAKS SEEKS GROWTH IN MORE INTERNATIONAL MARKETS

AUGUST 8, 2022

Following a historic franchise agreement that brought Twin Peaks Restaurant across the border to Mexico City, the ultimate sports lodge is aiming to take its sports watching paradise to more markets around the globe.

Twin Peaks CEO Joe Hummel announced today that Vice President of Franchise Development Glenn Moon and his team are seeking development opportunities overseas in Brazil, Canada, Columbia, India and more countries throughout the world. After inking multiple development agreements totaling 21 incremental new lodges last year in the U.S., Moon's team has already eclipsed that number in 2022 with 22 new lodges signed year to date and another 10 to 16 in the final stages of execution.

"We're ready to paint the globe buffalo plaid," Hummel says. "Glenn joined our team in February of last year and has already spurred rapid development both in the U.S. and in Latin America. We're excited to turn our focus towards international growth, starting with Canada, India and South America. We can't wait to show more countries that our scratch-made food, premium drinks and scenic views make Twin Peaks the sports viewing spot they've been missing."



[Visit Our Franchise Website](#)



Ultimate Sports LODGE EXPERIENCE

YOUR OPPORTUNITY TO REACH PEAK PERFORMANCE



**NATIONS RESTAURANT NEWS TOP 10
BIGGEST SPORTS BARS**



TOP 5



**BLACK BOX
INTELLIGENCE**



Nation's restaurant News
& Restaurant Business

**TO INVEST IN YOUR
OWN TWIN PEAKS,
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