



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 29° 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

29° 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



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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.





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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 29° 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.





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OUR PEAK PERFORMANCE PROVIDES A GREAT VIEW FROM THE TOP

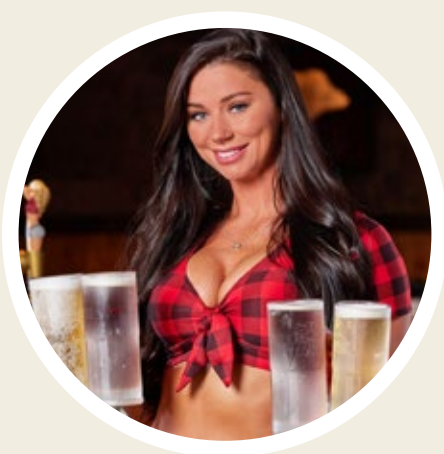
We recognize that in order to stay on top, we have to continue to provide uncompromising levels of quality and service for our guests and our franchise partners. We have a clearly defined brand that delivers category leading financial results.

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](#)



PAUL KHOURY - KC LODGE VENTURES (CEO)

What first attracted you to Twin Peaks?

We weren't actively seeking an additional concept, but my adult son visited the concept and was blown away by how well the concept was executed. Naturally, we can agree that the ingredients to a successful sports bar are a great viewing environment with a chance to view almost any game, delicious and unique food, and of course ice cold beer. Throw in attractive, pleasant servers, and you have a recipe any man will enjoy. We had seen many concepts give this formula a try, but never had we seen this vision executed so well, and so consistently.

Has your investment in Twin Peaks meet your initial expectations?

The fact the franchisor allows and even encourages the use of second-generation spaces makes the return on investment attractive. The franchisor has been easy to work with (yet maintaining standards) to facilitate the renovation of the space while keeping costs controlled. This lower initial investment and good mix and margin on the liquor/beer sales allows us to deliver a favorable return.

What was your background before franchising with Twin Peaks?

I have been in the restaurant business for over 40 years and owned my own restaurants for 30 years. We have developed our own concepts and been a franchisor of another casual dining concept for 15 years. We currently own or operate nearly 30 sites.

Why did you choose to franchise with Twin Peaks?

In the restaurant business, your reputation is vital to your success...you're only as good as your last meal. I will not put my name on anything that jeopardizes my reputation. To that end, it is critical that any franchise brand we associate with must have very high standards that are strictly adhered to across ALL units, system or franchise. Of course, we believe in the concept, but unless every owner, franchisor, general manager, and store is operating under strict standards supported by disciplined training and innovative leadership, then the entire system can be a house of cards. We found in Twin Peaks a franchise that believes and lives by these standards.

Did any support element exceed your expectations?

The development team and the culinary team stand out for providing excellent creativity and support. The operations team is appreciated for supporting and maintaining brand standards across the system.

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

We currently operate six Twin Peaks restaurants, and have plans to develop anywhere from two to five more in our current markets. Long-term, we may entertain entering new, undeveloped markets.

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

Twin Peaks is by far best in class in the sports bar segment. If one were to develop a sports bar from scratch, the important elements would be a great viewing experience; ice-cold beer; made-from-scratch, delicious food that has variety; and attractive, pleasant, engaging servers. Twin Peaks has delivered in spades on all four elements. The strong, disciplined standards on specs, training, and operations ensures that our guests can count on a great experience every time and at every store throughout the country.



Multi-Unit FRANCHISEE SPOTLIGHT

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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

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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

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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.

RestaurantNews.com



The ultimate sports lodge sets sights on more than 20 new locations after strong year of growth, sales and more

Twin Peaks Achieves Historic Year of Growth and Development

Los Angeles, CA (RestaurantNews.com) After driving robust momentum throughout the entire year, FAT (Fresh. Authentic. Tasty.) Brands Inc., parent company of Twin Peaks Restaurant and 16 other restaurant concepts, is proud to announce that Twin Peaks ranked in the top five of Knapp-Track™'s casual dining sales report for 2021.

Twin Peaks has navigated through the various recent hardships facing the restaurant industry and emerged stronger than before, consistently increasing sales and generating growth over the past two years.

"Twin Peaks continues to be a leader across all metrics of the casual dining space," said Twin Peaks CEO Joe Hummel. "Our team is relentless in the pursuit to make Twin Peaks a worldwide brand, and we're so happy about the huge steps we took towards that goal in 2021. We look forward to building on our success and continuing to grow in 2022 and beyond."

In 2021, Twin Peaks executed its strongest push for domestic and international development to date. The company signed its first franchise agreement in the northeastern region of the U.S. with a 10-store deal in Philadelphia. This was in addition to agreements for four restaurants in the Las Vegas area and three throughout Phoenix. Twin Peaks' most ambitious deal was across the border with a franchise development agreement for 32 lodges to be built throughout Mexico within the next ten years. Along with these agreements for new locations, in 2021 Twin Peaks opened 11 lodges in new and existing states such as Arizona, Florida, Kentucky, North Dakota, South Carolina and Texas.

"We knew Twin Peaks had significant momentum when they first emerged on our radar for acquisition, but they continue to impress us with every new deal since joining our portfolio in October 2021," said FAT Brands CEO Andy Wiederhorn. "We look forward to building on their robust development pipeline, bringing the Twin Peaks experience to even more sports fans across the globe."

As the go-to destination for the ultimate gameday experience, Twin Peaks' culinary team consistently leans into menu innovation to fuel fans with

their favorite made-from-scratch food. The brand launched several high-performing menu items including Loaded Fries, a Spicy Meatball Skillet and Spicy Meatball Parmesan sandwich, new wing sauces and more. Plus, the company continued its commitment to offering a premium beverage selection with the introduction of new beers and exclusive bourbon and tequila options. In preparation for 2022, Twin Peaks began micro-launching and testing menu items in select lodges with scratch-made items such as made-in-house flatbread pizza, Crispy Mini Beef Tacos, and a lineup of Street Tacos each featuring in-house smoked meats. Plus, S'mores Chocolate Cake and *Cinnamon Toast Crunch® Cheesecake featuring *RumChata® sauce are coming down the pipeline as possible additions.

To build on its culinary capabilities and capitalize on off-premise sales growth, Twin Peaks is continuing to bring its virtual chicken concept – Good as Cluck – to more markets across the states. In 2022, the company aims to own a greater portion of digital real estate and target a consumer looking for craveable food from the Twin Peaks menu.

Among several successful campaigns, one of Twin Peaks' most engaging initiatives in 2021 was the company's first-ever NIL partnership with an NCAA athlete. In October, Twin Peaks teamed up with former Navy Seal and current Nebraska Cornhusker linebacker Damian Jackson to raise funds for its national charity partner, Folds of Honor. This partnership resulted in a \$5,000 donation to the organization.

In 2021, Twin Peaks was consistently recognized across the industry and media for its excellence in the casual dining space. Twin Peaks received the following recognition and awards:

- Nation Restaurant News' Top 500
- FSR Magazine's 2021 Rising Star Awards
- Franchise Times' Top 400
- Nation Restaurant News' Most Influential Restaurant CEOs in the Country.
- Entrepreneur's Franchise 500: Our Definitive Ranking of 2022's Strongest Franchises



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RestaurantNews.com



The ultimate sports lodge's high performance in the hot months highlighted by national accolades, rapid growth and more.

Twin Peaks Sees Scorching Success Throughout Summer

Dallas, TX (RestaurantNews.com) Twin Peaks Restaurant is wrapping up a red-hot summer of big wins!

Over the summer and through the end of Q2, the ultimate sports lodge opened five new locations in Auburn Hills, Michigan; Beavercreek, Ohio; Kansas City, Missouri; Round Rock, Texas; and San Antonio, Texas. In addition, Twin Peaks has several more U.S. locations slated to open by the end of the year in Arizona, Indiana, Tennessee, and Texas, as well as three more locations in Mexico.

Twin Peaks also recently executed area development agreements with Music City Consulting to open eight franchise locations in North Carolina and executed another deal with JEB Food Group to open four more locations in the Louisville area. This sets the award-winning brand for even more growth in 2023 and beyond.

As a result of Twin Peaks' successful growth and development, the ultimate sports lodge was named to Nation's Restaurant News "Top 500" list, Black Box's "Top 5 Restaurant Brands," Restaurant Business' "Top 500" list, and Entrepreneur's "Franchise 500: A Definitive Ranking of 2022's Strongest Franchises."

"We're honored to receive this level of recognition, and I couldn't be prouder of our team's successes over the past several months," Hummel said. "This summer, we were able to navigate inflation prices throughout the industry while continuing to find ways to provide our guests with value-driven and exciting reasons to visit Twin Peaks. We're also very impressed with the work of our innovative culinary team who continue to look at consumer trends and elevate our scratch kitchen."

Twin Peaks continued to build on its menu, launching new and original fan favorites from its in-house smokers with a Spicy Thai Rib appetizer, a Sweet n' Smoky Ribs entree, a variety of street tacos, Crispy Mini Beef Tacos, Street Corn Salad and Cinnamon Toast Crunch® Cheesecake. Twin Peaks is also launching a variety of flatbreads in Q3 and will introduce a 14-ounce, hand-cut USDA-choice New York Strip Steak to its menu.

Finally, Twin Peaks headlined the summer with its annual Miss Twin Peaks International Contest at Texas Live! in Arlington, Texas. Twin Peaks Girls from around the world walked the runway and competed for the title of Miss Twin Peaks 2022. Grammy-award-winning artist Nelly performed a special live concert after the crowning for all attendees and contestants to celebrate. The expert judging panel included UFC fighter Kevin Holland and a lineup of local and national legends. In partnership with the competition, Twin Peaks teamed up with Ketel One to launch the Energized Ketel One Cherry Limeade cocktail.



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Global Franchise

TWIN PEAKS SIGNS MULTI-UNIT DEAL IN PENNSYLVANIA

MAY 02, 2022



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

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!"



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Nation's Restaurant News

Twin Peaks signs multi-unit deal to expand further across North Carolina

This article was published in Nation's Restaurant News on Aug 02, 22. It has been edited to fit this format.

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.



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TWIN PEAKS SEEKS GROWTH IN MORE INTERNATIONAL MARKETS

AUGUST 8, 2022



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

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."



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Ultimate Sports LODGE EXPERIENCE

YOUR OPPORTUNITY TO REACH PEAK PERFORMANCE



**TWIN PEAKS RANKED IN THE
TOP 5 OF CASUAL DINING IN 2021***

*Knapp Track (thru December 2021)



TOP 5



**BLACK BOX
INTELLIGENCE**



Nation's restaurant News
& Restaurant Business



To invest in your own Twin Peaks, contact:
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