



# The Mountains are Calling

## INVEST IN TWIN PEAKS

With the focus on quality, execution and an all-female wait staff, Twin Peaks offers high-quality, Scratch Kitchen American comfort food. Enjoy ice-cold draft beer and a superior sports-watching experience in a comfortable mountain lodge setting with the service of friendly, attentive, and knowledgeable Twin Peaks Girls.



### SCRATCH KITCHEN

Made-to-order  
American comfort food



### EXTENSIVE BEVERAGE PROGRAM

Coldest draft beer, dedicated  
whiskey, hand-crafted cocktails



### ULTIMATE SPORTS WATCHING EXPERIENCE

Best sports viewing on  
state-of-the-art A/V systems



### MOUNTAIN LODGE ENVIRONMENT

Unique, comfortable, casual lodge setting



### TWIN PEAKS GIRLS

Energetic, playful, and attractive all-female  
wait staff

This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for information purposes only. Currently, the following states regulate the offer and sale of franchises: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin. If you are a resident of one of these states, we will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your jurisdiction.



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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, *Restaurant Business* named Twin Peaks a Top 500 highest-grossing restaurant chain.

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 features delicious made-from-scratch dishes sure to satisfy even the heartiest of lumberjacks while delivering 44% of weekday lunch sales. 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.

*2021 Nation's Restaurant New Top 500 List*

*83 Locations in 25 States*

*2020 Franchise Times Top 200 Restaurant*

*2020 Franchise Times ZOR Awards #1 Sports Bar*

*2020 Nation's Restaurant News Top 200 List*

*Restaurant Business 2020 Top 500 Chain Restaurant*

*FSR Magazine 2019 Top 10 Best Franchise Deals*

*2019 Franchise Times Top 200 List*

*Ranked #4 in Casual Dining Chains by Sales Growth in 2018 with Nation's Restaurant News*



From highlighting our beginnings 15 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

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**PAUL KHOURY - KC LODGE VENTURES (CEO)**

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## 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)

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### 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)

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## 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)

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### 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 READY TO EXPAND ON SUCCESSFUL 2020

JANUARY 28, 2021

After a year that put restaurant brands into survival mode, Twin Peaks is expanding on successful 2020 initiatives to carry its strong momentum throughout the new year. According to Knapp-Track, Twin Peaks has been in the Top 10 in Casual Dining for the last seven months—June through December 2020.

When states were mandating restrictions but allowing restaurants to operate under some capacity, Twin Peaks acted quickly to extend its premises with outdoor tents and patio enhancements along with restaurant technology upgrades.

“After dining rooms were forced to close, we immediately put a new business plan in place,” says Twin Peaks CEO Joe Hummel. “The first step in our strategy was upgrading technology, then extending premise and leaning into serving our guests off-premise. Doing what’s best for our customers and team members has always been our top priority. When we were planning how to reopen, we wanted to reinforce our commitment to cleanliness and change the dining experience at Twin Peaks to focus on safety, quality and guest engagement.”



On the development side, Twin Peaks unveiled its first franchise incentive program in August due to the current real estate market climate.

In 2020, Twin Peaks introduced its acclaimed sports viewing experience to Latin America when the brand made its debut in Mexico City. In addition, Twin Peaks finished the year by opening a new sports lodge in Hollywood, Florida. The brand has 12-15 new locations set to open in 2021.

On the development side, Twin Peaks unveiled its first franchise incentive program in August due to the current real estate market climate. The aggressive new franchise relief program waives franchise royalties during the first year of opening a new Twin Peaks restaurant. This program is available to all qualified developers that meet Twin Peaks’ then-current criteria at the time of execution of an Area Development Agreement.

Twin Peaks will continue to lean heavily on maximizing its conversion strategy with their refined conversion program that takes available real estate with a kitchen and looks for cost-effective solutions to rebrand the building. Franchisees take on a lower cost of entry, as well as a lower build-out cost when converting a building into a Twin Peaks, as opposed to building from the ground up.

Twin Peaks remained committed to menu innovation in 2020 with the launch of additional smoked in-house items like its Smoked Brisket Tacos, The Smokestack Burger topped with pulled pork and smoked mozzarella and the Smoked Half-Chicken. Continuing menu innovation into 2021, Twin Peaks plans to enhance several different areas of its beverage menu to include the Tequila Cocktail and Classic Whiskey Cocktail categories. Food innovation remains top of mind for Twin Peaks, with several food tests coming down the pipeline to include some unique flavors like meatballs, street tacos and more.

“Twin Peaks has so much in store for 2021, including more digital enhancements, new locations and even a virtual concept,” Hummel says. “We have what works and a huge part of our brand success is our passionate, raving fans.”



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# RestaurantNews.com



Ultimate sports lodge reveals program with zero franchise royalties for franchisees during the first year of opening

Dallas, TX (RestaurantNews.com) Twin Peaks CEO Joe Hummel announced today the launch of the brand's first-ever franchise incentive program, with zero franchise royalties, designed to drive development nationwide.

The aggressive new program waives franchise royalties for franchisees during the first year of opening a new Twin Peaks restaurant.\* This program is available to all qualified developers that meet Twin Peaks' then-current criteria at the time of execution of an Area Development Agreement.

"Twin Peaks is back and better than ever," Hummel said. "We came out of the gate incredibly strong in early 2020 and we look forward to continuing that momentum as we rapidly expand in 2021. We created this progressive program to attract new franchisees, incentivize existing ones and increase brand awareness in states where Twin Peaks doesn't have a presence. Currently, with all the open real estate opportunities, now is the optimal time for converting a restaurant into a Twin Peaks. We are seeking franchisees who are excited about bringing our brand to new markets. We believe our franchise incentive program is the true testament in showcasing the level of support Twin Peaks has for its franchise business partners and its first step in fueling our brand's footprint across the country."

Interested franchisees should contact the Director of Franchise Development at [franchise@twinpeaksrestaurant.com](mailto:franchise@twinpeaksrestaurant.com). For more information about franchising with Twin Peaks, visit [twinpeaksfranchise.com](http://twinpeaksfranchise.com).

\*This franchise incentive program is available at the time of this publication but is subject to change or termination.

Twin Peaks welcomes every guest with primetime matchups, ice-cold 29-degree beer and now, new smoked menu items. The entire menu is prepared in-house, to order and in generous portions to satisfy every appetite. The hearty made-from-scratch comfort food pairs perfectly with a frosty draft beer or a classic whiskey cocktail.



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## GAME, SET, MATCH: SPORTS BARS Published: 02.25.2020

Twin Peaks fashions itself as a classier Hooters, where the servers are part of the show and the food is arguably a step up, which proves an enviable pairing for franchisees in this fast-growing system. Even with imagery that leans heavily on showing skin, Florida franchisee Fred Burgess refers to his four Twin Peaks as family restaurants that are more than delivering the goods for his budding portfolio.

Burgess first encountered Twin Peaks when co-founder and former CEO Randy Dewitt appeared on "Undercover Boss" in 2013. He liked what he saw and immediately began researching the brand.

A former real estate attorney, Burgess wasn't a first-timer to franchising when he and his partner signed on the dotted line. His next big thing had to include a "heavy alcohol component" because of the enviable economics. After reading that a former Hooters CEO also bought into the system, Burgess felt that guy must know something positive about the system to leave such a mature brand for "tiny little" Twin Peaks.

"I learned that a successful restaurant was not just about how the food tastes, it's about delivering an experience that you can't get at home," Burgess said. "I was talking to" my partner "Jack and said, 'How cool is it to build essentially a ski lodge in South Florida that's flat as a pancake and hot?'"

They opened their first location in 2015 after four months of prep. Five years later, Burgess has expanded to four restaurants, with two more under construction in the Sunshine State. His are now the first-, second- and third-best performing stores in the chain, which he attributes to a friendly culture and serving as a generalist for his team.

"You have to learn how to be a cheerleader, a sports expert, and an audio-visual expert because we have 85 to 90 TVs in each restaurant," he said. "You need to be a beauty consultant, a babysitter because our servers are young ... so Twin Peaks is not an easy brand to execute, but if you can execute it, it's an amazing thing."

Two thousand miles to the west, Carolyn Vangelos is a TP 'zee in Arizona, following a career working for California Pizza Kitchen and a shorter stint working for a Buffalo Wild Wings franchise group.

At a career crossroads, she and her husband, Andy, knew they wanted to become franchisees themselves, but they didn't know which brand was "the one." In 2012, after meeting a Twin Peaks sales rep at a conference, they got excited, but then learned the corporation itself was building a store in their market, meaning they might have missed the boat.

They contacted the company and inquired about becoming the owners of the Scottsdale store, but the execs declined. They reached a compromise, and opened their first Twin Peaks in 2013 in a territory adjacent to the company-owned store. After turning in solid performances with the first two stores they built, they eventually convinced the company to sell the Scottsdale store in 2016, bringing them to three locations in three short years.

Vangelos and her husband have a fourth under construction, opening in Tempe this year, and they're already plotting stores five and six. Before settling on the brand,



**Twin Peaks 'zee Fred Burgess fell in love with the idea of bringing a ski lodge atmosphere to South Florida, as well as the lucrative appeal of alcohol sales.**

she, her husband and business partner considered a number of concepts in the restaurant space.

"We thought about doing a breakfast concept, a cafe concept, and we kept getting drawn back to the fact that Twin Peaks is a sports bar," she said. "There's just something very special about it, and I still believe it to this day."

In-person investigation by speaking with existing franchisees was the most important part of their research of the brand and, back then, its average unit volumes were around \$4 million, impressive for any restaurant.

Eight years in, Vangelos spends a lot of time thinking about commodity prices, and negotiating contracts to lock in favorable pricing to keep their own profit margins "as tight as we possibly can."

Vangelos credits the corporate office for outstanding staff training, and its marketing department that works together on a variety of buzz-building campaigns.

"We're not in this for fun, we're here to make money," she added. "This is our third build, and we're constantly looking at ways to save on construction, ways to quicken the time to get the doors open from the time you sign the lease or buy property."

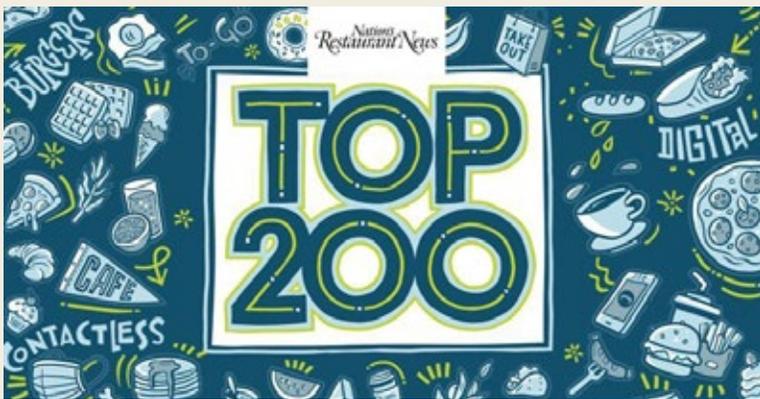
With a total of 318 locations, the Texas-based franchisor is poised for further growth after a big cash infusion from ApplePie Capital. With nearly 550,000 followers on social media, one of the big questions is what Twin Peaks looks like as social mores continue to change in the #MeToo era.



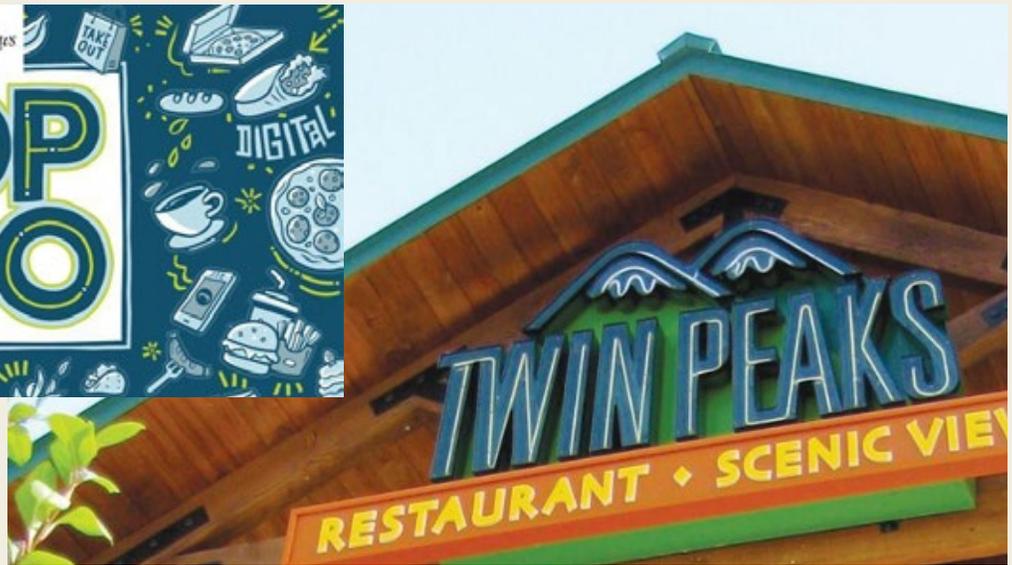
# Nation's Restaurant News

## Meet the Top 200 Restaurant Chains in America

*This article was published in Nation's Restaurant News on 6/11/20. It has been edited to fit this format.*



125. Twin Peaks  
Total sales: \$340.8 million



Now in its 47th year, the Nation's Restaurant News Top 200 is NRN's annual endeavor to compile and rank results of the industry's leading brands and companies. It offers a panoramic view of the market share battles for the dining budgets of American consumers.

This year, compiled against the backdrop of the novel coronavirus pandemic — possibly the greatest challenge ever faced by the foodservice industry — the Top 200 offers some idea of how total disruption looks in a topline context — at least in the short term.

In this, an extraordinary year, our estimates were made and models run with the best information available. More focused than other rankings of the industry's largest organizations, NRN's Top 200 seeks to present relevant comparisons of the largest foodservice competitors by tracking only consumer sales and revenue generated in the United States.

The final reports are analytical tools that can help define which chain concepts and market segments are prospering or challenged and where consumers are spending their dining dollars.



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## TWIN PEAKS MAINTAINS MOMENTUM THROUGH THE SECOND QUARTER

July 16, 2021

Following an impressive performance in the first quarter, Twin Peaks is maintaining its fast-paced climb to scale new heights in 2021.

With development top of mind for Twin Peaks in the second quarter, the company executed multiple new franchise agreements. In April, an agreement was signed with Moussa Haidar of Haidar Estates, LLC to open lodges in both Jacksonville and Tallahassee, Florida. The first of the three new restaurants is scheduled to be open in Jacksonville in summer of 2022. Then in June, another development agreement was executed with Ricky Warman to bring multiple lodges throughout Daytona Beach with the first of the new restaurants slated to open in fall 2022.

In addition to new development, the ultimate sports lodge has continued to rapidly expand by making its Kentucky debut in Florence in early April. In late June, the brand introduced its acclaimed sports viewing experience to Bryan, Texas. For the remainder of 2021, Twin Peaks plans to bring its lodge mentality to international and domestic markets such as Mexico City, Mexico; Cypress Creek, Florida; Fargo, North Dakota; Myrtle Beach, South Carolina; Amarillo, Texas and two additional locations in the Dallas area to include Bursleson and Grand Prairie.

Well-known for its game-changing combination of made-from-scratch food and elevated beverage offerings, Twin Peaks will continue to innovate its menu with even more delicious, house-made items. In the coming weeks, the brand is preparing to introduce new wing sauces – Pineapple Habanero and Bourbon Teriyaki – along with its new Twin Peaks Brewing Co. lager – Twin Peaks Light – that’s brewed in Irving, Texas and will be available throughout Texas locations. Twin Peaks will also kick off the football season with a new Spicy Meatball Skillet appetizer and Spicy Meatball Parmesan sub, both featuring the house-made, all-beef meatballs topped with fresh marinara and melted mozzarella.

“I’m very proud of everything our team continues to execute day in and day out,” says Twin Peaks CEO Joe Hummel. “We’ve seen tremendous growth and success over the past six months, and we have much more in store for the rest of the year. With our category-defining beverage menu, scratch kitchen, wall-to-wall TVs and incredible hospitality, we’re a brand that can’t be beat.”



The company executed multiple new franchise agreements during the quarter.



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# RestaurantNews.com

May 18, 2021

Dallas, TX (RestaurantNews.com) After launching international expansion in 2020, Twin Peaks is hitting the accelerator and driving aggressive global development to bring its lodge mentality to more of the world.

Last November, the ultimate sports lodge opened its first Latin America location in Mexico City. Now, Twin Peaks is preparing to expand within the market with two new restaurants set to open this year.

Under the leadership of Vice President of International Development John Brisco – a franchise veteran with more than 30 years of executive international and domestic development – Twin Peaks' Mexico City

presence is just the beginning of its vigorous international expansion efforts. The brand has its sights set on spurring rapid development overseas, targeting regions like Eastern and Central Europe and Southeast Asia.

"Twin Peaks has a very clear recipe for success internationally," Brisco said. "Other countries love American brands, and Twin Peaks is the epitome of America. With entertainment value that no other brand can supply, topped with delicious scratch-made food, premium drinks and scenic views, Twin Peaks is where guests will go when they want to feel like they're taking a mini trip to the U.S."

This year, Twin Peaks' development goal is to sign one or two international deals with locations slated to open in 2022. The brand is seeking investment groups or operators that have a presence in multiple brands to sign multi-unit development deals.

"American brands haven't saturated international markets yet," Brisco said. "There's going to be a boom in restaurants, which means there's no better time for Twin Peaks to capitalize on this huge opportunity. Twin Peaks has an impressive financial model, which will be appealing to investment groups. Many international companies are looking for the next big thing, and I have no doubt they'll find it in Twin Peaks."

To learn more about Twin Peaks, visit [twinpeaksrestaurant.com](https://twinpeaksrestaurant.com). ranked Twin Peaks fourth in the sports bar category and No. 121 in restaurant chains



The ultimate sports lodge set to open two more Mexico City locations in 2021 and targets development in additional countries worldwide



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# RestaurantNews.com

July 15, 2021

Dallas, TX (RestaurantNews.com) Following an impressive performance in the first quarter, Twin Peaks is maintaining its fast-paced climb to scale new heights in 2021.

Within the second quarter:

- Twin Peaks ranked in the top three of the casual dining segment in both April and May according to Knapp-Track
- Nation's Restaurant News' 2021 "Top 500" report ranked the brand at No. 112
- Restaurant Business's "Top 500 Restaurant Chains" ranked Twin Peaks fourth in the sports bar category and No. 121 in restaurant chains



The ultimate sports lodge ranks top three in Knapp-Track's casual dining segment, opens two new locations and signs two new franchise deals to add more to pipeline in second quarter

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# Ultimate Sports LODGE EXPERIENCE

YOUR OPPORTUNITY TO REACH PEAK PERFORMANCE



EATS ♦ DRINKS ♦ SCENIC VIEWS



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

\*Knapp Track (thru May 2021)



To invest in your own Twin Peaks, contact:

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