

FRANCHISE OPPORTUNITY



Huddle House: The Breakfast Franchise That

NEVER GOES OUT OF STYLE

Every Hometown Needs a Huddle House

HUDDLEHOUSEFRANCHISE.COM

HUDDLE IN THE HOUSE

BUILT ON 3 KEY INGREDIENTS:

INCREDIBLE
FOOD

WARM
HOSPITALITY

GREAT VALUE

Huddle House is the restaurant that every community needs. Built on three key ingredients: incredible food, warm hospitality, and great value, Huddle House has become a vital part of hundreds of communities nationwide.

True to our name, **Huddle House was founded as a gathering place.** In 1964 in Decatur, Georgia, there wasn't a restaurant that stayed open long enough to feed the hungry crowds after the football games, and there certainly wasn't a place that was open on the weekends.

Huddle House was an instant hit. People could gather and feel welcomed, knowing they could get a great meal.

Six decades later, Huddle House still fulfills this purpose for millions of people. A restaurant that delivers food, service, and value will never go out of style.

Huddle House stands out for entrepreneurs looking for a proven business opportunity in the **\$285 billion** breakfast category. Since our founding, we've helped hundreds of entrepreneurs own businesses that stand the test of time, cultivate regulars, and become the local hometown gathering spot.

With **over 300 locations** open or in development, Huddle House has plenty of runway for growth and a bright future.

HUDDLE HOUSE IN 1964



HUDDLE HOUSE IN 2023



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The Trillion Dollar Restaurant Industry

Americans are back in dining rooms, and the restaurant industry is not only rebounding quickly, but it's in full-on growth mode.



Essential Industry Insights

- The National Restaurant Association's **2023 State of the Restaurant Industry Report** predicts the industry will reach \$997 billion in sales this year. That's almost a trillion-dollar industry!
- Tasting Table's 2022 study found that **44.25% of diners eat out once every week**, and just over **25% eat out two times a week**.
- People love all-day breakfast. **55% of people frequenting restaurants** will order breakfast if offered on the menu.
- The **average household spends 40%** of the food budget on restaurants and dining out.
- Ordering food using technology has **increased by 135% since June of 2020**, meaning ordering online or by third-party apps is likely here to stay.

Huddle House is a Healthy Investment

\$1,390,392*

2022 AUV for Top 10%

Reasons to Own a Huddle House Franchise



Huddle House Drives Sales All Day Long

When we say, “**Any meal, any time,**” we really mean it. While breakfast may be our all-day specialty, Huddle House franchise owners benefit from a menu that serves all four-day parts: breakfast, lunch, dinner, and late-night snacks. Our robust lunch and dinner menus offer something for everyone, kids included. From salads, sandwiches, burgers, and wraps to classics like steak and shrimp, country fried steak, or southern fried chicken tenders, too, Huddle House gives our customers a reason to visit us all day long, no matter what they’re craving. In turn, our franchise owners benefit from a menu that drives sales all day long.

Our franchise owners also benefit from online and mobile ordering. By giving our customers flexibility in their ordering, Huddle House franchise owners can capitalize on the growing trend in online orders for pick-up and third-party delivery and grow a key revenue stream.

Huddle House thrives in every economy. “During an economic downturn, we don’t lose customers, we gain customers. During economic growth, we gain customers, and we see our regulars more often.”

GREGG HANSEN

owner of 26 Huddle Houses in 13 states



Distribution Centers Keep Us Ahead of the Curve

Huddle House has a tremendous advantage over our competitors because of our food distribution centers. Through them, we have greater control over our supply chain, minimizing disruptions during times of uncertainty. The quality of our ingredients is less affected when our supply is more certain, and we can maintain our costs, which helps us keep our prices level for our franchise owners.

We also have skin in the game. Huddle House owns and operates more than 50 corporate locations.

This means we know what works and doesn’t, what needs improvement, and what shines. Any initiatives and promotions we run, we test first in our corporate locations, but we’re happy to include franchisees in this important work. The fact that we’re in the same business as our franchise owners means that we share the same standards of excellence, struggles, and vision for success. We relate to our franchise owners on a level that many other breakfast concepts cannot.

Why Choose to Own a Franchise?

Owning a Franchise gives you access to a proven business model and a track record of success.



- 1 55+ Years of Success as an All-Day Breakfast Concept
- 2 Nearly 300 Locations in the U.S. (open or in development)
- 3 4 Day Parts to Support Revenue
- 4 Flexible Footprints, Venues, and Locations
- 5 Innovative Ghost Kitchen Offerings increasing profit without increasing overhead.

Why Own a Huddle House Franchise?

When you invest with Huddle House, you can expect the following:

- A **flexible business model** to capitalize on prime real estate opportunities
- **Unparalleled franchise support** through all opening phases and beyond
- **Continued innovation and investment technology** to streamline operations, attract new customers, and drive sales to our franchise owners
- A legacy brand that has stood the test of time by focusing on what matters most to our franchise owners and customers: **great food, service, and value.**

Steps to Becoming a New Owner

Becoming a Huddle House Franchise Owner

In our restaurants, we're entirely focused on treating our customers like family; the same can be said for our franchise system. **We wholeheartedly extend that sense of family to our franchise owners.** We're proud to have been working with many of our franchisees—many of whom are multi-unit operators with Huddle House and even some other brands—for decades. Our franchise owners continue to invest in additional locations in new markets because the level of support we provide is unparalleled. Our franchise owners know that we have their backs.

Franchise Support

We pride ourselves on having one of the most comprehensive training and ongoing support platforms in restaurant franchising. With Huddle House, you can expect the following:



REAL ESTATE AND SITE SELECTION



INITIAL AND ONGOING TRAINING



MARKETING AND ADVERTISING

- **Real Estate and Site Selection** – Our experienced real-estate team will advise you through the entire process of choosing the perfect location for your new business. We will coach you through everything from site selection to lease negotiation and build-out.
- **Initial and Ongoing Training** – Our initial training is conducted in the classroom and an open Huddle House restaurant and it's designed to help you master every aspect of our business model before you open your restaurant. On an ongoing basis, you'll have access to our entire support infrastructure, from marketing to operations, to IT, and more. We also provide regional training sessions and 24/7 access to our technical support team for any issues that come up.
- **Supplier Relations** – Our decades-long relationships with suppliers benefits franchise owners with favorable terms and positive business relations for operating each location. And while we cherish these partnerships and the advantages long-term suppliers bring, we're not afraid to bring on new vendor partners to provide you with efficient, high-quality, and innovative products.
- **Innovative Technology** – Technology is one of the most important keys to a strong Huddle House future and continued relevance. We work hard to invest in technology to improve efficiencies, grow our customer base, and drive sales for our franchise owners.
- **Marketing and Advertising Support** – We provide professionally developed and innovative marketing strategies to grow brand awareness, attract new customers, and keep our brand champions excited to return.

Steps toward owning a Huddle House franchise may include:

- 1  Completing an initial inquiry form
- 2  Having an Introductory Call
- 3  Undergoing candidate qualification
- 4  Reviewing the FDD
- 5  Meeting with current franchisees
- 6  Visiting one of our restaurants and meeting with the Management Team on Discovery Day
- 7  Signing the franchise agreement
- 8  Preparing to launch your Huddle House franchise!

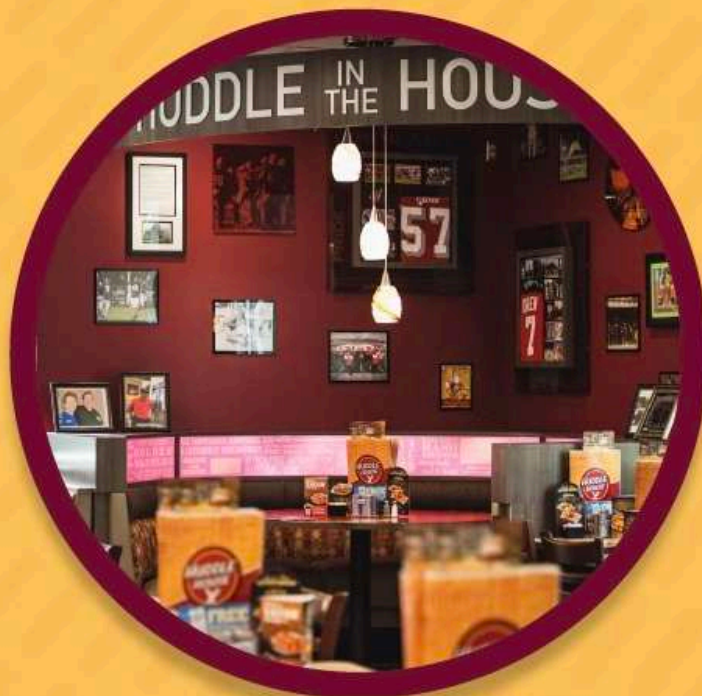
Franchise ownership means going into business for yourself, but never by yourself.



What Does it Take to Be a Part of Huddle House?

The Ideal Huddle House Franchisee has the following:

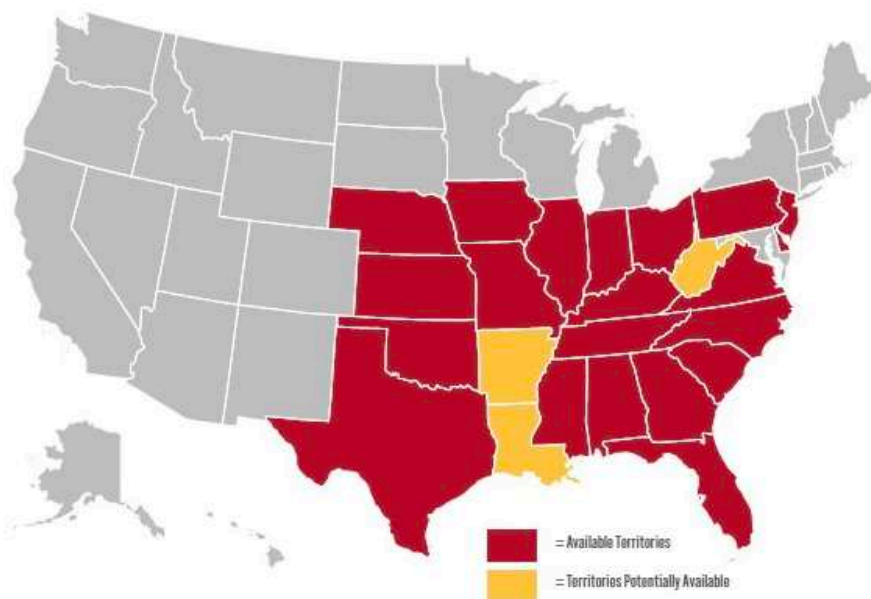
- An entrepreneurial personality
- A strong work ethic
- Belief in world-class customer service
- The desire to grow our brand into new markets



Territories Available

We are particularly interested in the following states: **AL, AR, DE, FL, NC, GA, IA, IL, IN, KY, KS, LA, MO, MS, NE, NJ, OH, OK, PA, SC, TN, TX, VA, WV.**

We are also considering: LA, AR, and WV, but if you believe a territory not listed would be primed for Huddle House hospitality, we'd love to hear about it!



Initial Investment:

\$558,035 to \$1,443,175

Refer to our FDD Item 7 for specifics on startup costs.

Minimum Liquid Capital: \$250,000

The Huddle House Franchise Cheat Sheet

The Brand

Huddle House is the restaurant every hometown needs. **Since 1964, we've been a regular part of millions of people's lives** by giving them a place to enjoy great food with great service at a great value. Because we focus on underrepresented areas, we've built incredible brand loyalty. Thanks to our continued commitment to innovate our business model, the future of Huddle House is brighter than ever.

The Opportunity

Americans are back in restaurants, and third-party delivery is rising. This is great news for Huddle House franchise owners, as we excel at the in-restaurant experience, online ordering, and third-party delivery.

The Product

The Huddle House menu resonates with many people because we have something for everyone, no matter the time of day. Huddle House can satisfy any craving, from our iconic all-day breakfast to lunch and dinner.



The Value Proposition

Because Huddle House employs a flexible franchise model, with real estate options in non-traditional locations—in-line, end cap, truck stop, truck plaza, and restaurant conversions as well as stand-alone options—**franchise investors have more choices for their portfolios with Huddle House than with other brands.** This opens more avenues to multi-unit ownership, too.



How We Support Our Franchise Owners

At Huddle House, we leave nothing to chance, providing our franchise owners with comprehensive support at every level of the business model. Hence, our franchisees have what they need to thrive. It's one reason many of our franchisees have been with us for decades. **Are you ready to bring a Huddle House location to your hometown?**

JOIN THE HUDDLE

Huddle House is preparing to expand into new territories, and we're looking for future owners to come with us on our journey. We have a product our customers love and a business built for the future.

- **Efficient operations** that streamline your business.
- **Industry-leading training** to get everyone operating the Huddle House way.
- **A flexible franchise model** that can adjust to meet your situation and location.
- **Marketing assistance** to help you start right and establish your online presence.
- **Ongoing support** that can provide meaningful assistance when it counts.



For more information on how you can become a franchise owner with Huddle House, contact us today!

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*Represents the average Annual Unit Volume (AUV) (measured as net sales) during 2022 of the top 10% of the Huddle House Franchised Restaurants (23 of 225) that were open as of May 2, 2023, and were open at least 50% of 2022. Of these 23 restaurants, 9 or 39% met or surpassed this sales level. For the same period, the average Annual Unit Volume was \$754,116 for all 279 Huddle House Restaurants (133 or 48% of the 279 met or surpassed this sales level), and \$323,754 for the bottom 10% of the Huddle House Restaurants (28 of 279, and of these 28 restaurants, 17 or 61% met or surpassed this sales level). Individual results may vary. Some outlets have sold this much. There is no assurance that you will sell as much. For complete information please see Item 19 in our Franchise Disclosure Document dated August 20, 2023. 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. The offering is by prospectus 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 or want to locate a franchise in one of these states, we will not offer you a franchise unless and until we have complied with applicable presale registration and disclosure requirements in your state. New York State Disclaimer: This advertisement is not an offering. An offering can only be made by prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law. CALIFORNIA DISCLAIMER: THESE FRANCHISES HAVE BEEN REGISTERED UNDER THE FRANCHISE INVESTMENT LAW OF THE STATE OF CALIFORNIA. SUCH REGISTRATION DOES NOT CONSTITUTE APPROVAL, RECOMMENDATION OR ENDORSEMENT BY THE COMMISSIONER OF CORPORATIONS NOR A FINDING BY THE COMMISSIONER THAT THE INFORMATION PROVIDED HEREIN IS TRUE, COMPLETE AND NOT MISLEADING. ©Huddle House, Inc. – 5901-B Peachtree Dunwoody Road NE, Suite 450, Sandy Springs, Georgia 30328 ©2023 Huddle House, Inc.