



SERVING

*Great Food,
Big Smiles &
Fantastic Results*

**BREAKFAST, BRUNCH,
LUNCH & CATERING.**

FRANCHISE OWNERSHIP BROCHURE

Why Eggs Up Grill

We are one of America's fastest growing, better breakfast franchise concepts for several reasons.

First, our promise is to put a smile on every guest we serve. It's simply in our DNA!

Second, we offer great tasting, freshly prepared food and drinks, served promptly and offered with compelling everyday value.

Third, franchisee success is a top priority. Our margins are among the best in the category, our training, operations, and marketing support system is highly effective. And because Eggs Up Grill is open from 6am to 2pm, you only need one shift of team members, offering a uniquely positive lifestyle.

Awards & Recognition



Breakout Brand
of the Year

Entrepreneur

Franchise 500®; Ranked
2021, 2022 and 2023 #1 in
Breakfast Restaurants

RESTAURANT
BUSINESS

Future 50 (#3) of
2022 and 2023
Ranked #11

Franchise Times
TOP 400

2021, 2022 and 2023



FBR

Top 200
Review 2022 and 2024



2023 Franchise Times



By the Numbers

\$1,529,065*

Top 50% of our restaurants generated through dine-in
take out, digital ordering and catering.

17.9% EBITDA*

Top 50% of the system

40% + AUV Growth

Since 2019

75+ Locations

With 100+ Development

**50%+ Multi-Unit
Ownership**

4.5 Star Rating

More than 12,000+ guest reviews annually

*Item 19 FDD 2024



Initial Investment & Fees

Estimated Initial Investment & Fees

**\$752K-
988K**

Estimated Initial Investment

\$45K

per/location Franchise Fee

5%

Royalty of Gross Sales

2%

Marketing Fee of Gross Sales

Financial Qualifications

\$500K

Minimum Net Worth

\$150K

Minimum Liquidity

Item 7 FDD 2024

There are many potential sources of liquidity that may be overlooked.
For example, Business Partners, Stocks & Bonds, Home Equity and 401k Rollovers.

Best in class Brand & Franchisor

We offer proven systems and processes to help your restaurants operate smoothly, efficiently, and profitably, all while delivering a differentiated experience for your guest.



“It’s been helpful to know that the leadership team is only a phone call away. These guys are always on top of any questions I have. It goes a long way in showing what the franchisor is all about, and that the leadership team is in it with us.”

DEAN PATEL

Multi-unit franchise partner



VIBRANT BRAND

Unique culture & DNA

Winning Experience –
Team & Guest

Appealing Everyday Value



EFFICIENT DEVELOPMENT PROCESS

Defined Roadmap

Dedicated, Capable
Assistance

Experienced
Resources/Suppliers



ROBUST OPERATIONAL MODEL

Exceptional Team
Recruitment & Training

Fully Supported Supply
Chain

Effective Ownership/
Mgt. Routines

Potent Margin Tools –
POS & Ops

Active Field Support



IMPACTFUL MARKETING

Franchisee Intro

NRO

Customer Data Platform

Brand & Local Activations



TALENTED LEADERSHIP TEAM

Industry Experience

Functional Expertise

Franchisor/Franchisee
Commitment

THIS IS MY
HAPPY
PLACE



Real Estate Requirements

Eggs Up Grill thrives in “hometowns”, high growth suburbs.

- Vibrant Neighborhood retail centers
- End-cap units, with outdoor seating preferred
- 2,800 – 3,200 sq. ft. space
- 90-100 seats per restaurant
- Min. 50 parks (or reciprocal/shared parking)
- 3-mile population density of 20,000 or greater

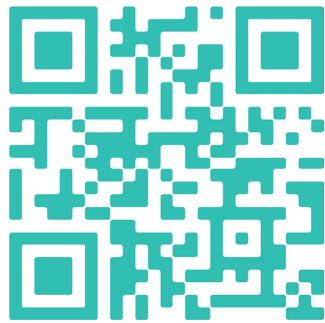


Thanks so much for considering franchise ownership with Eggs Up Grill.

There's nothing like walking into one of your restaurants and catching that first whiff of fresh coffee, farm-fresh eggs and pancakes on the griddle, the aroma of bacon and all the rest of our wonderful fare. From the minute your guests walk in, they're made to feel at home because it's neighbors serving neighbors. At Eggs Up Grill we live our promise of "everything to make you smile" for guests and franchisees.

We look forward to working with you to determine if the Eggs Up Grill culture and opportunity is the right fit for you!

*Next Steps?
Contact Us Today!*



Scan here



EGGS UP
GRILL®

