



BUILDING THE FUTURE OF FAST CASUAL, ONE FRANCHISE AT A TIME.

ABOUT CRAVEWORTHY BRANDS

At Craveworthy Brands, we are reimagining what it means to be a franchise partner. By creating the next generation of high-growth, high-impact restaurant brands, we give franchisees the tools and power to win.

Founded in 2023 by Gregg Majewski, the former CEO of Jimmy John's, our company is built on the belief that franchising is the path to the American Dream. Backed by a leadership team with over 200 years of combined industry experience from top organizations like the Culinary Institute of America, McDonald's, Bottleneck Management, Lettuce Entertain You and Roti, we offer unmatched expertise to help franchisees thrive.

OUR MISSION IS SIMPLE

To empower franchise partners with innovative concepts, streamlined operations, and world-class support. Whether you are expanding your portfolio or starting your entrepreneurial journey, Craveworthy Brands is here to help you achieve life-changing success.

A RECIPE FOR FRANCHISE SUCCESS



We have built each of our concepts on a solid foundation of operational excellence, unmatched hospitality, immersive culinary innovation and positive guest experiences.

HIGH-GROWTH POTENTIAL: Emerging brand costs with legacy-brand expertise.

STREAMLINED SYSTEMS: Simple-to-learn, scalable and efficient operations.

CULINARY CREATIVITY: World-class chef driving menu innovation.

TOP-TIER SUPPORT MODEL: Benefit from cutting-edge technology, marketing, training and supply chain expertise.

LEVERAGED BUYING POWER: Access competitive vendor pricing through our exclusive partnerships.

SHARED SUCCESS: We own 10 percent of all brands because your success is our success.

VIRTUAL KITCHEN READY: Boost off-peak revenue with no extras.

A WORLD OF FLAVORS, ONE FAMILY OF CRAVEWORTHY BRANDS



VIRTUAL BRANDS, REAL REVENUE

Our virtual brands integrate seamlessly into our brick-and-mortar franchise brands, adding 20 percent top-line revenue without overhead costs, additional labor or equipment needed. Designed for off-premises dining and optimized for third-party delivery platforms, these thriving concepts leverage Craveworthy Brands' cutting-edge technology to maximize profitability in any market.



DOUBLE THE BRANDS, DOUBLE THE **IMPACT**

Craveworthy Brands was built with the goal of maximizing efficiency, value and community impact. By combining complementary culinary offerings, we created opportunities for franchise partners to serve a wide target audience, increase traffic and drive potential revenue—all while optimizing seamless operations within a shared footprint.

Our portfolio spans diverse culinary segments in efficient fast casual formats, designed with streamlined real estate solutions that fit any market. Whether it is wings and Indian barbecue, cookies and breakfast or stir fry and poke bowls, our co-brand option aids in filling niche gaps in communities while delivering exceptional dining experiences.



CRAVING OUR FRANCHISE OPPORTUNITY?

Reach out to our franchise development team
at franchising@craveworthybrands.com to learn more.



craveworthybrands.com