



# 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 -2° 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

-2° 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, -2° 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 -2° 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.

*110+ Locations in 28 States*

*7 Locations in Mexico*

*2023 Franchise Times Top 400*

*2023 Menu Masters*

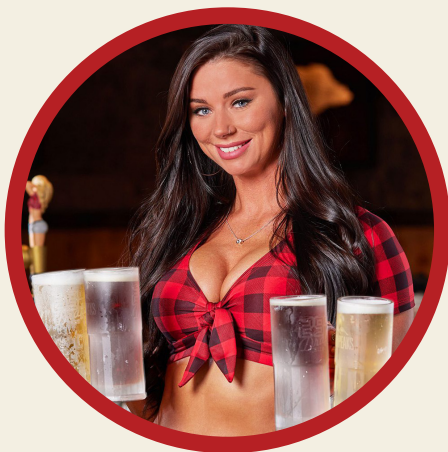
*2023 Nation's Restaurant News Top 500 List*

*2023 Technomic's Top 500*

*2022 Nation's Restaurant News Top 500 List*

*2022 Restaurant Business Top 500*

*2022 Black Box Top 5 Restaurant Brands*



From highlighting our beginnings 19 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](#)



## **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 -2 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 -2 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

[Visit Our Franchise Website](#)



## **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.

# RestaurantNews.com



## TWIN PEAKS HITS ACCELERATOR ON MEXICO EXPANSION

**Award-winning sports lodge celebrates 2023 growth with more to come in 2024**

Dallas, TX ([RestaurantNews.com](https://www.restaurantnews.com)) With a half-dozen sports lodges now open in Mexico, Twin Peaks Restaurant is quickly establishing itself as the go-to destination for scratch-made food, frosty -2° draft beer and attentive Twin Peaks Girls. In 2024, the brand's growth is expected to continue.

This year, the brand opened two of its newest lodges in the greater México City area – first at the Portal San Ángel shopping mall in Mexico City and later Twin Peaks Oceania, inside one of the most popular shopping centers in the region, Encuentro Oceania Mall.

Twin Peaks now has six sports lodges throughout Mexico – five in México City and one in Cancún. Many more are set to come thanks to the brand's healthy pipeline, which includes a 32-store development agreement for the country, the largest in the Twin Peaks' system. In 2024, the brand is set to open Twin Peaks Guadalajara, followed by three more lodges across Mexico City – bringing "la cerveza más fría de México" to even more Twin Peaks

guests. "Our Mexico expansion underscores our goal of bringing the ultimate man-cave experience to a global audience," said Twin Peaks CEO Joe Hummel. "Whether they come to Twin Peaks for the delicious food and drinks, unmatched sports-viewing atmosphere or amazing Twin Peaks Girls, each of our lodges in Mexico is a great place to get together with friends!"

Twin Peaks' scratch kitchen will continue to serve best-in-class food and live up to its nickname of 'cocina desde cero' with artisan flatbreads, a hand-trimmed New York Strip Steak and an in-house smoked menu featuring ribs, brisket and smoked and grilled chicken wings. The lodges also boast 16 beers on tap – more than many sports bar in Mexico City – featuring favorites from México and the United States – as well as countless tequilas, mezcal, whiskey and bourbon options to mix in hand-crafted cocktails, serve over an ice ball or shoot while watching a match at the bar.



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## TWIN PEAKS SIGNS MULTI-UNIT DEAL WITH VETERAN ENTREPRENEUR TO EXPAND IN PHILADELPHIA

**Award-winning sports lodge to continue rapid growth with 10 units set to open throughout the new market.**

January 22, 2024 // *Franchising.com* // PHILADELPHIA - Known for its die-hard sports fans, the "City of Brotherly Love" is the perfect destination for Twin Peaks Restaurant, the legendary sports lodge.

Twin Peaks has announced that veteran entrepreneur and franchisee Joe Nolan has signed an area development agreement to open 10 new franchised lodges across the Philadelphia area in the coming years.

"I'm a huge fan of Twin Peaks and have been following the brand for years as both a customer and a vendor partner," said Nolan. "I'm excited to become a franchisee and bring Twin Peaks lodges to Philly!"

Nolan is an experienced entrepreneur currently serving as founder and CEO of multiple businesses, including BarVision. "Philadelphians are passionate about their sports teams, and

Nolan is going to bring them the ultimate sports lodges for gathering and cheering them on," said Joe Hummel, CEO of Twin Peaks. "With his unique insights into the bar and restaurant industry, we're confident that Nolan and his team – and, of course, the Twin Peaks Girls – will create unforgettable experiences for their guests."

Twin Peaks offers more than just wall-to-wall TV coverage of every major sporting event, tournament and fight. The ultimate sports lodge offers a wide selection of draft favorites and a robust beverage menu with something for everyone – whether it's a rare bourbon or tequila poured over a crystal-clear ice ball or a hand-crafted cocktail. Add in a made-from-scratch kitchen bursting with flavorful items such as hand-smashed burgers seared to order, beer-battered chicken tenders, in-house smoked favorites and unmatched service from the famous Twin Peaks Girls, and you have a recipe for success.



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# FSR



## TWIN PEAKS INKS MULTI-UNIT DEAL IN COLORADO

Twin Peaks Restaurant is expanding its presence in Colorado with its newest franchisee, James Cha, who has signed a multi-unit deal with the popular sports lodge.

Cha has signed an area development agreement to initially open three new franchised Twin Peaks lodges across the Denver area in the coming years. Cha's area development agreement covers the counties of Adams, Arapahoe, Broomfield, Denver, Douglas, Elbert, El Paso, Fremont, Jefferson, Pueblo and Teller.

"My family and I have become quite fond of the Twin Peaks brand, and I'm eager to get my first location open," says Cha. "The Twin Peaks team has been so accommodating throughout the deal process. I can't wait to bring our sports lodges to Denver so more people can enjoy the Twin Peaks experience that I know and love!"

Cha brings extensive financial and entrepreneurial experience, having founded his own company, Elite Flow Co., at the age of 20 in 2005. This e-commerce business specializes in importing and distributing mobile phones that support the Korean language to the U.S. market. He has also held leadership roles at T.E. Investment Counsel, Nuvo Investments Ltd., and Nuvo

Hotel Suites. "Denver is a hotbed of professional sports action with the Broncos, Rockies, Nuggets, Avalanche and Rapids – as well as college teams from the Air Force Academy, University of Colorado, Colorado State, University of Denver and University of Northern Colorado," says Joe Hummel, CEO of Twin Peaks. "James and his team will create the ultimate sports lodges for getting together and cheering them on. We know that they – along with the Twin Peaks Girls – will provide their guests with the signature MVP experience!"

Twin Peaks offers more than just wall-to-wall TV coverage of every major sporting event, tournament and fight. The ultimate sports lodge offers a wide selection of draft favorites and a robust beverage menu that has something for everyone – whether it's a rare bourbon or tequila poured over a crystal-clear ice ball or a hand-crafted cocktail. Add in a made-from-scratch kitchen bursting with flavorful items such as hand-smashed burgers seared to order, beer-battered chicken tenders, in-house smoked favorites and unmatched service from the famous Twin Peaks Girls, and you have a recipe for success.



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## TWIN PEAKS SIGNS MULTI-UNIT DEAL WITH SUMMIT TWINS

The ultimate sports lodge has major plans for Baton Rouge and Lafayette

Louisiana (*RestaurantNews.com*) Twin Peaks Restaurant is preparing for an explosion of growth in Louisiana by signing a new area development agreement with Summit Twins.

Owned by Chris and Vanessa Chung, the Summit Twins management company has plenty of experience on which they can hang their hats. Currently, the team owns and operates five successful Cajun-style seafood restaurants and one food truck in and around the Houston, TX area. The Summit Twins team brings over 17 years of experience in the restaurant industry, as well as hands-on development know-how, thanks to their previous experience building restaurants from the ground up, including site selection, layout, and interior decorating.

“We know we can learn from Twin Peaks – they have the science behind the brand all figured out,” said Chris Chung, Co-Owner of Summit Twins. “With our background in the restaurant industry, we understand how much work it requires to run a great brand, and we know that Twin Peaks is the right partner to guide us to the path of success.”

The first Summit Twins-owned Twin Peaks location is estimated to be open by the end of 2024, with four more locations to follow. The ultimate sports lodge has plans for nine more locations by the end of 2023 and an additional 20+ locations throughout 2024. “The Chungs are expanding our existing presence in Louisiana with this partnership which will eventually see the opening of five new stores in the state,” said Twin Peaks CEO Joe Hummel. “With their successful history as restaurant entrepreneurs, franchising and leveraging the power of a larger brand is the logical next step. We’re excited to have them on the team.”

Twin Peaks is known for its wide selection of -2 degree draft favorites – and its robust beverage menu has something for everyone. Whether you prefer enjoying a rare bourbon, whiskey or tequila poured over a crystal-clear ice ball, or a hand-crafted cocktail featuring unique and favored spirits, Twin Peaks has you covered. Equally impressive, the lodge’s made-from-scratch kitchen is bursting with flavors from an arrangement of selections such as hand-cut New York Strip Steak, classic hand-smashed, seared-to-order burgers and fresh salads with a variety of toppings like chicken or shrimp.



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# RestaurantNews.com



## TWIN PEAKS PLAYED TO WIN IN 2023 WITH GROWTH, INNOVATION AND AWARDS

**The ultimate sports lodge continues its climb to the top with 14 new restaurants and five major development agreements to close out the year**

Dallas, TX (*RestaurantNews.com*) To get to the top of the mountain, it takes hard work and determination – and that’s just what Twin Peaks Restaurants did in 2023. With its 100th location opening, a lengthy list of award recognitions, new lodges opening across the country, new menu launches and successful fundraising for its national charity partner, Tunnel to Towers, it was another strong year for the brand.

“We’re so proud of our extensive growth over the past couple of years,” said CEO Joe Hummel. “Twin Peaks continues to make its mark across the United States and Mexico, which can be attributed to our dedicated team who day in and day out are committed to showing our guests what makes our brand so special.”

In 2023, Twin Peaks opened 14 new lodges, surpassing a monumental milestone when the brand opened its 100th lodge in Greenwood, Ind., in May. The brand enters 2024 with 109 locations across the United States and Mexico.

The Twin Peaks footprint continues to grow thanks to the signing of six domestic franchise area development agreements, adding a total of 29 new lodges to the brand’s pipeline. The latest deals include: JEB LLC’s four lodge deal in the Cleveland area, 3B Lodge LLC’s four lodge deal in Omaha, Neb., Des Moines, Iowa and Tulsa, Okla., Summit Twins’ five locations in Louisiana, Falcon Group’s latest location in Boardman, Ohio, Tom Graziano’s five locations in northern New Jersey and Joe Nolan’s 10 lodges in Philadelphia.

Throughout the year, Twin Peaks received numerous awards, including: 2023 MenuMasters winner for “Best Line Extension” for Flatbreads, Flavor & The Menu Award – Spicy Meatball Skillet; impressive rankings in *FSR*’s list of Top Sports Bars, *Nation’s Restaurant News*’ Top 500, *Franchise Times*’ Top 400, and *Technomic*’s Top 500 Restaurant Chain

Report. The brand was also recognized for Most Innovative Use of Customer-Facing Digital Tools in the Franchise Innovation Awards. Twin Peaks was also nominated for “Voice of Customer” and “Best-in-Class Hospitality” at the Global Best Practices Conference.

As recognized by the industry, Twin Peaks continues to elevate the sports bar’s innovative menu. Along with debuting a new bar menu earlier in the year – which featured a brand-new martini category, new tequila and smokey mezcals, new hand-crafted cocktails and mixed shots – the brand introduced a proprietary wing sauce, which is estimated at around 250,000 Scoville units, making it Twin Peaks’ hottest sauce ever.

Twin Peaks proudly celebrated its continued support of the Tunnel to Towers Foundation with its annual golf tournament, The Twin Peaks Heroes Open in 2023. In addition to the golf tournament, during the professional football season, Twin Peaks donated \$10 to the Tunnel to Towers Foundation for every touchdown scored in the regular season, totaling \$13,000. Additionally, throughout March’s renowned college basketball action, Twin Peaks also raised an additional \$10,000 for Tunnel to Towers. In total, in 2023, Twin Peaks raised more than \$135,000 to benefit America’s heroes by providing mortgage-free homes to fallen first responder families with young children and by building specially adapted smart homes for catastrophically injured veterans and first responders.

Looking ahead, Twin Peaks is focused on opening its next 100 restaurants with a projected 20 to 25 locations set to open in 2024. In addition to continued unit growth in the U.S. and Mexico, new marketing specials and promotions, and innovations for both the menu and total fan experience, it’s clear that the ultimate sports lodge will continue to put fans first as it expands globally.



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# Ultimate Sports LODGE EXPERIENCE

YOUR OPPORTUNITY TO REACH PEAK PERFORMANCE



NATIONS RESTAURANT NEWS TOP 10 BIGGEST SPORTS BAR



To Invest In Your Own Twin Peaks, Contact:

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