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Turning Point Restaurants launches franchise opportunity

By

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Turning Point's Holmdel location. - *Turning Point*

[Turning Point Restaurants](#) on Wednesday said it is launching a unique franchise investment opportunity.

The daytime dining experience completed a successful capital raise in 2019 with its now-partner, [NewSpring Capital](#), a private equity firm that represents other successful franchise-focused brands, including Duck Donuts and Blo Blow Dry Bar.

The brand is looking to attract experienced and sophisticated restaurant operators with deep community ties and a track record of building successful teams. These people will be highly involved in their Turning Point business and have a strong understanding of what is required to operate a successful restaurant.

Turning Point is now known for its high-quality, fresh daytime meals served in a comfortable and relaxing atmosphere. The eatery's spacious interiors are decorated with natural wood floors, bright traditional colors and fireplaces. Its menu offers elevated daytime meal options that change with the seasons. Popular items include lobster avocado toast, bacon lollipops and seven different origins of French press coffee.

The initial investment to become a Turning Point franchisee range from \$695,000 to \$1,195,000, which includes an initial franchise fee of \$45,000. Turning Point will provide its franchisees with everything from site selection assistance to construction and design management, on-site visits and coaching, extensive training programs and cutting-edge technology to help them thrive.

Started as a small lunch and dinner restaurant in 1998 in Little Silver by its now-CEO Kirk Ruoff, Turning Point has grown into 21 units across New Jersey, Pennsylvania and Delaware, with additional corporate-owned stores under development.

Alongside today's franchise announcement, Turning Point has plans to expand into Virginia, Maryland, North Carolina and Florida.

With demand for entrepreneurship opportunities at an all-time high, the Turning Point team wants to be selective with choosing experienced restaurant operators to maintain the quality and reputation they have built over the years.

To this day, Turning Point has never permanently closed a location, and it aims to continue this trend.

"With over two decades of experience perfecting our craft and building a concept that we are really proud of, the timing of launching our franchise opportunity is truly ideal," Ruoff said. "Turning Point has been a labor of love for the last 23 years, so, when we knew we wanted to launch our franchise opportunity, we were patient, made sure our business model was sustainable and waited until the right moment to ensure that our franchisees work with an experienced leadership team."

"Becoming a franchisee with us means joining a team of individuals who are passionate about exceptional hospitality and operating successful restaurants with attractive unit-level economics in the fastest-growing segment of the restaurant industry," Graham Buckley, vice president of franchise development for Turning Point, said. "Our franchisees can say goodbye to working 80-hour weeks and say hello to spending more time with their loved ones and controlling their financial destiny."

