

7 Surging Breakfast Chains Ready to Grow in 2022

CHAIN RESTAURANTS

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TURNING POINT RESTAURANTS

Turning Point Restaurants

In 1998, founder and CEO Kirk Ruoff purchased a small lunch and dinner restaurant in Little Silver, New Jersey, and transformed [Turning Point Restaurants](#) into what it is today. Having started with just one location, the company now has 21 units across New Jersey, Pennsylvania, and Delaware, with additional corporate-owned stores under development.

In late January, the chain announced its first franchising strategy.

Turning Point'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.

"With nearly 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."