



Rise And Shine With A Turning Point Franchise

Breakfast, Brunch and Lunch – Elevated.

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turningpointfranchise.com

An Elevated Take on Breakfast, Brunch and Lunch

Founded in 1998 in Little Silver, NJ, Turning Point currently has 23 locations throughout the American Northeast. Turning Point reimagines the daytime dining experience by offering creatively designed, seasonal options in a warm and inviting setting.

Turning Point has accumulated multiple awards over the years including being named the Best Breakfast – Lunch for over 10 consecutive years by New Jersey Monthly Magazine, Reader's Choice Best Breakfast by Philly Magazine, and Gold Plate Award Winner by the New Jersey Restaurant Hospitality Association.





Current

Locations

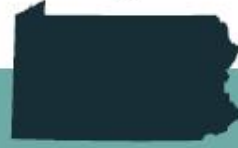
DE



NJ



PA



DELAWARE

NEWARK



NEW JERSEY

BRICK

HOBOKEN

LITTLE SILVER

MANALAPAN

MOORESTOWN

SEA GIRT

WESTFIELD

CHERRY HILL

HOLMDEL

LONG BRANCH

MARLTON

PRINCETON

TOMS RIVER

TOMS RIVER WEST



PENNSYLVANIA

BLUE BELL

DOYLESTOWN

NEWTOWN

WARRINGTON

BRYN MAWR

MEDIA

NORTH WALES

UPPER DUBLIN

23 Locations
Across 3 States



Franchisee Criteria

- Experienced and sophisticated single and multi-unit restaurant operators and/or business professionals with deep community ties and a track record of building strong and successful teams
- \$500,000 in liquid assets per restaurant to be developed
- \$1,500,000 net worth per restaurant to be developed
- Commitment to the development of the Turning Point brand

Estimated Initial Investment

\$695,000 - \$1,195,000 (includes initial franchise fee of \$45,000)



Why Turning Point



Creative and Fresh

Exceptional ingredients and carefully crafted menu items that are made-to-order keep the most discerning of guests coming back for more.



A Proven Business Model

The Turning Point takes great pride in our proven track record. Since inception, we've never had to close a location and we intend to keep it that way.



Decades-Long Loyalty

Since 1998, our guests and employees have been avid supporters of our brand. In it for the long haul, they share our vision and innate passion for savoring delicious meals and sharing meaningful moments.



A Feel Good, Eat Good Culture

Our brand is family-oriented and community-focused. Our food and environment are all about providing comfort. We serve the finest breakfast, brunch, lunch and hospitality on a daily basis.

Unmatched Work-Life Balance

Our doors open bright and early at 7:30am and close at 3:00pm, allowing our franchisees and their employees to achieve a work-life balance that is unmatched.



Franchisee-Focused Training and Support

Turning Point has invested in support, technology and marketing to help franchisees operate their units efficiently and reach their full potential. From site selection to post-opening, our experienced team will be there every step of the way.



Site selection assistance and guidance



Prototypical plans, construction, and design management



Comprehensive training program for restaurant managers



Confidential operations and training manuals



On-site visits and coaching



Pre-opening and post-opening marketing programs and materials, including public relations guidance



Innovative technology designed to guide and assist franchisees to effectively manage and control their restaurant

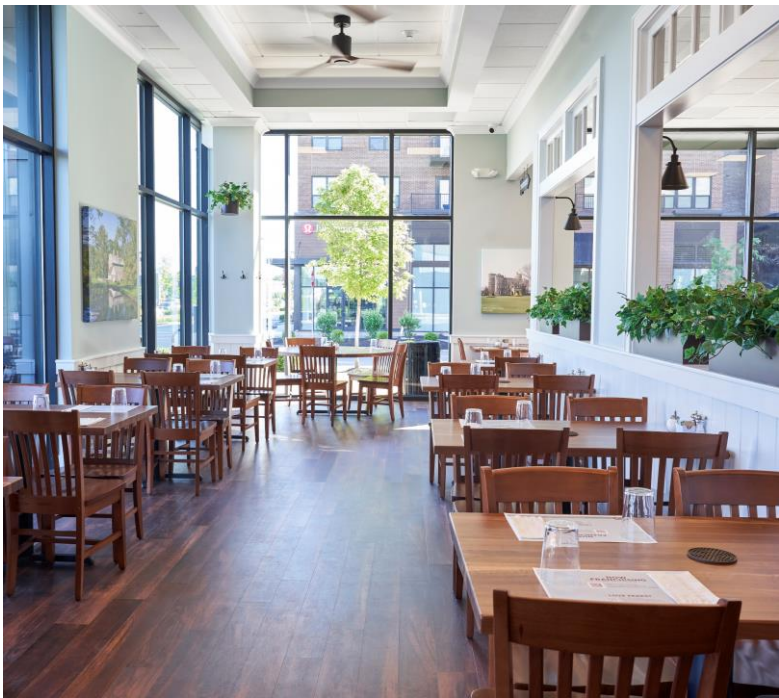
Incremental Revenue Channels, Including Catering and Delivery



A Menu (and Daypart) That Never Goes Out of Style

Fads come and go, but the breakfast, brunch and lunch category is consistently stronger than ever. With fan favorites like the Wilbur Skillet, Avocado Smash Benny and OMG French Toast, Turning Point has mastered the delicate balance between **classic** and **unique** daytime dishes.





Fresh Daytime Meals Served in a Comfortable and Relaxing Atmosphere

Turning Point's spacious interiors are decorated with natural wood floors, bright traditional colors, and fireplaces.

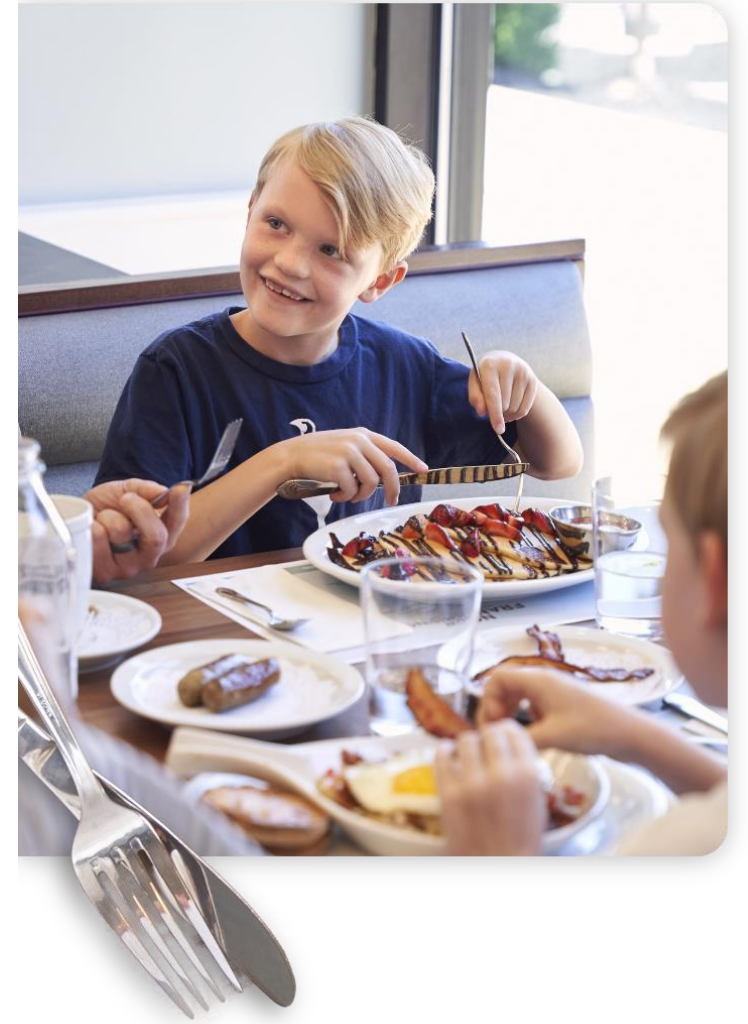
Each location is strategically chosen and thoughtfully executed to create a relaxing guest experience, tailored to each unique community.



Our Guests Always Come First

Turning Point is dedicated to providing our guests with the best possible dining experience that exceeds all expectations.

We have a passion for taking care of others. It is our goal to make a positive impact on everyone who visits a location, team members and guests alike.



A Culture Rooted in the Local Community

Turning Point actively focuses on gift giving and sponsorship within local communities while building meaningful relationships with both existing and potential new guests.





To Learn More:

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