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# Turning Point Restaurants Eyes 40 Locations by End of 2025

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## Industry News



Turning Point Restaurants

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Turning Point Restaurants, the award-winning breakfast, brunch & lunch concept, saw a streak of corporate and franchise growth in 2024. The New Jersey Shore-based business continued its



5320 Wyndham Forest Dr. and Stafford at 1000 Courthouse Rd. Both locations are slated to open in the first quarter of 2025.

There are currently 28 Turning Points in operation with a healthy pipeline of 10 new locations announced for the remainder of 2024 and 2025. On top of developing the corporate operated units, existing franchisees are also at various stages of development with new locations in Lancaster, Collegeville, and Harrisburg, PA. In addition, two new multi-unit franchisees are in lease negotiations in North and South Jersey. The franchisee pipeline remains extremely active with many discussions underway for new markets in Maryland, Connecticut, Central and West Coast Florida.

In addition to market expansion, the Turning Point corporate team strengthened their foundation at home to prepare themselves for the growth to come. In early 2024 they opened the Turning Point of Ocean Township in central New Jersey. (See picture) This two-story facility serves as a testing restaurant, open to all guests, on the first floor and Turning Point's new corporate offices on the second. The headquarters is complete with franchisee training space, conference rooms, office space for administrative staff and the executive team. The Turning Point is led by Founder and CEO Kirk Ruoff.

"For us It's all about smart, steady growth," said Ruoff. "We're fully capable of opening and operating these new locations ourselves, but if the right franchisee prospect came in, we would certainly explore a partnership. We are very selective with who we bring in. We are looking for operators that share our passion for delivering a high-quality breakfast and lunch experience."

"Nowadays, it's rare to find a quality brand you can trust. Turning Point is a proven concept that is executed exceptionally," said Eric Brandow and David T. Vazquez, who opened their first franchised location in Upper Dublin, PA in May of 2022. "This company is dedicated to opening new restaurants that are profitable, manageable, and well-loved by the community."

Ruoff purchased the original Little Silver Turning Point Coffee & Tea Salon in 1998, back when it was still a coffee and tea shop that served lunch and dinner. After many months of operating in this format Ruoff decided to put his spin on upscale morning time meals when he shifted the restaurant into a daytime-only business model, which provided him and his employees with the flexibility to never work nights again.

Today, the menu features dishes like their signature Cinnamon Roll Pancakes, Key West Shrimp Omelet, Strawberry Cheesecake French Toast, and Lobster Eggs Benedict. In addition to creative breakfast options, they also have unique sandwiches and healthy salads for lunch, plus a selection of gourmet hot teas and fresh roasted coffee – they're well-known for their French presses.

This growth has been a long time coming but a primary catalyst for the business's franchise expansion came in 2019, when Turning Point received an investment from NewSpring Capital, a Philadelphia-based private equity firm. The transaction served as an accelerator for future projects, while also allowing Ruoff to maintain a majority stake. "We're no longer thinking about our future as where we're going to be in 2 years with 10 more stores, but where we want to be in 5-7 years with 50 more stores," said Ruoff. "We believe the foundation we've spent 26 years building has prepared us for the growth to come."

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