



TURNING POINT[®]

BREAKFAST ▪ BRUNCH ▪ LUNCH



Rise and Shine with a Turning Point Franchise

An Elevated Take on Breakfast, Brunch and Lunch



Founded in 1998 in Little Silver, New Jersey, Turning Point currently has 38 locations open or in development.

We are expanding out of the Mid-Atlantic region with new restaurants opening in Florida and Virginia.

Turning Point reimagines the daytime dining experience by offering creatively designed, seasonal menu options in a warm and inviting setting. The experts have spoken below.



Best Breakfast & Lunch for over 15 consecutive years by New Jersey Monthly Magazine

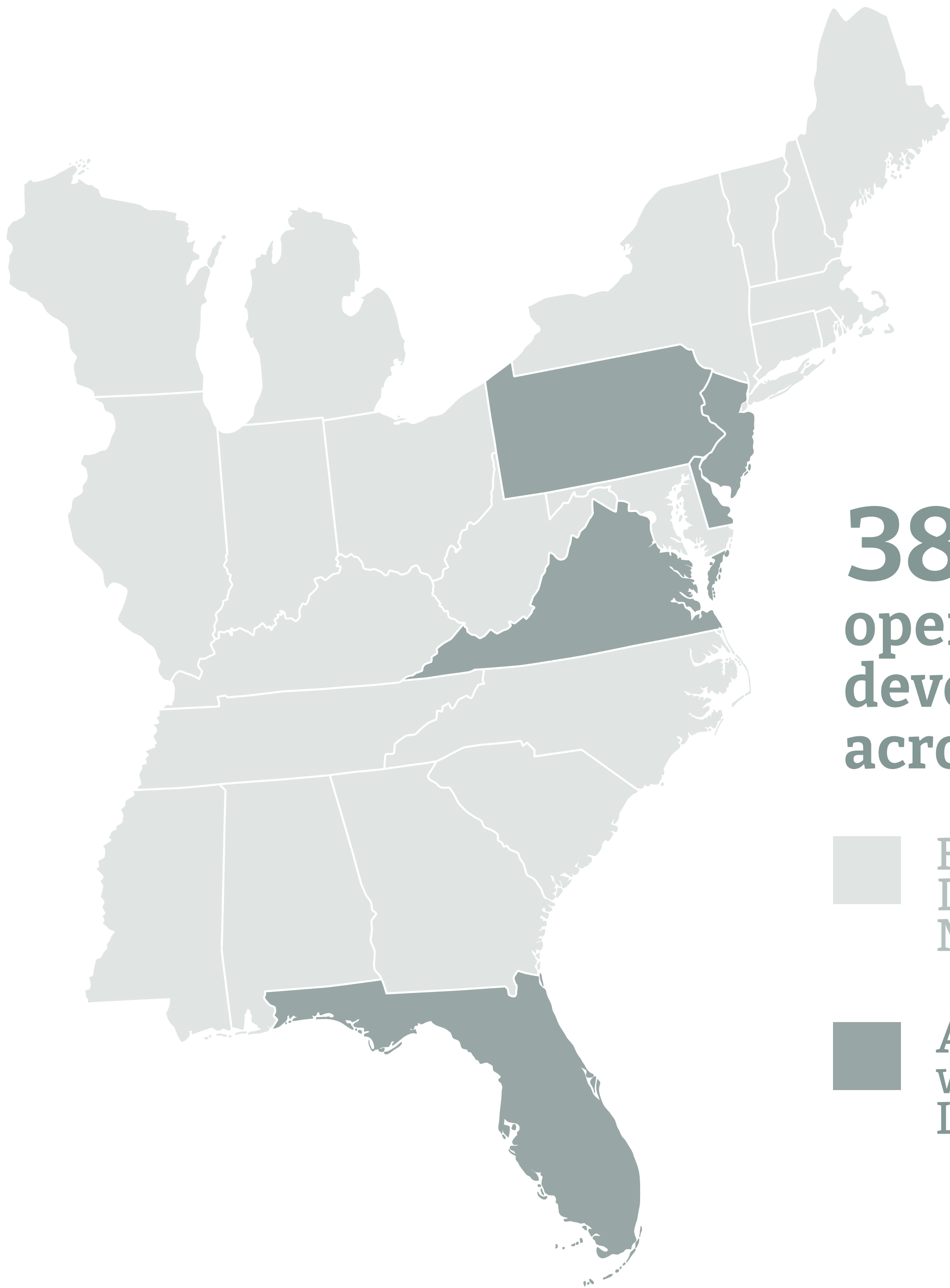


Reader's Choice Best Breakfast by Philly Magazine



Gold Plate Award Winner by the New Jersey Restaurant Hospitality Association





38 LOCATIONS
open or in
development
across five states

- Franchise Development Markets
- Available Markets with Existing Locations

NEW JERSEY

- little silver*
- holmdel*
- manalapan*
- long branch*
- hoboken*
- westfield*
- brick*
- marlton*
- sea girt*
- cherry hill*
- princeton*
- moorestown*
- toms river*
- toms river west*
- paramus*
- ocean*
- morris twp*
- old bridge*
- montgomery*
- old tappan**

DELAWARE

- christiana*

PENNSYLVANIA

- warrington*
- bryn mawr*
- north wales*
- blue bell*
- newtown*
- media*
- doylestown*
- upper dublin**
- saucon valley*
- newtown square*
- lancaster**
- collegeville**
- drexelline*
- camp hill**

VIRGINIA

- glen allen*
- richmond*

FLORIDA

- boynton beach*
- wellington*

** Franchise locations*

WHO IS a Turning Point franchisee?

An experienced, sophisticated, single and multi-unit restaurant operator and/or business professional with deep **community ties** and a track record of building **strong and successful teams**.

Estimated INITIAL INVESTMENT

\$896,000 - \$1,418,000 (includes initial franchise fee of \$45,000)*

FRANCHISEE CRITERIA

- **\$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

*As stated in the April 24, 2024 FDD for our full financial performance representation, including important assumptions and qualifiers relating to these and other figures. Your results may differ. There is no assurance that you will achieve these sales or results.



Why Turning Point?

Unmatched Work-Life Balance

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

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 Feel Good, Eat Good Culture

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



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.

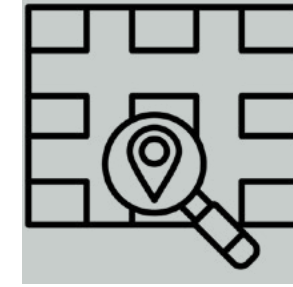
A Proven Business Model

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.



Franchise-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



Confidential operations and training manuals



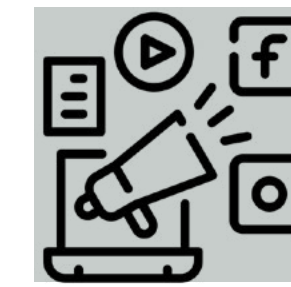
On-site visits and coaching



Comprehensive training program for restaurant managers



Prototypical plans, construction and design management



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

Catering



Delivery



Event Space





Fresh Daytime Meals Served in a Comfortable, 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.**



A Menu (and Day Part) 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.

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. Our philosophy is always to say “yes’ to every legitimate organization that is seeking assistance

Here are just a few of the many organizations we have worked with.





Bring home the bacon.

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