



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 39 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*

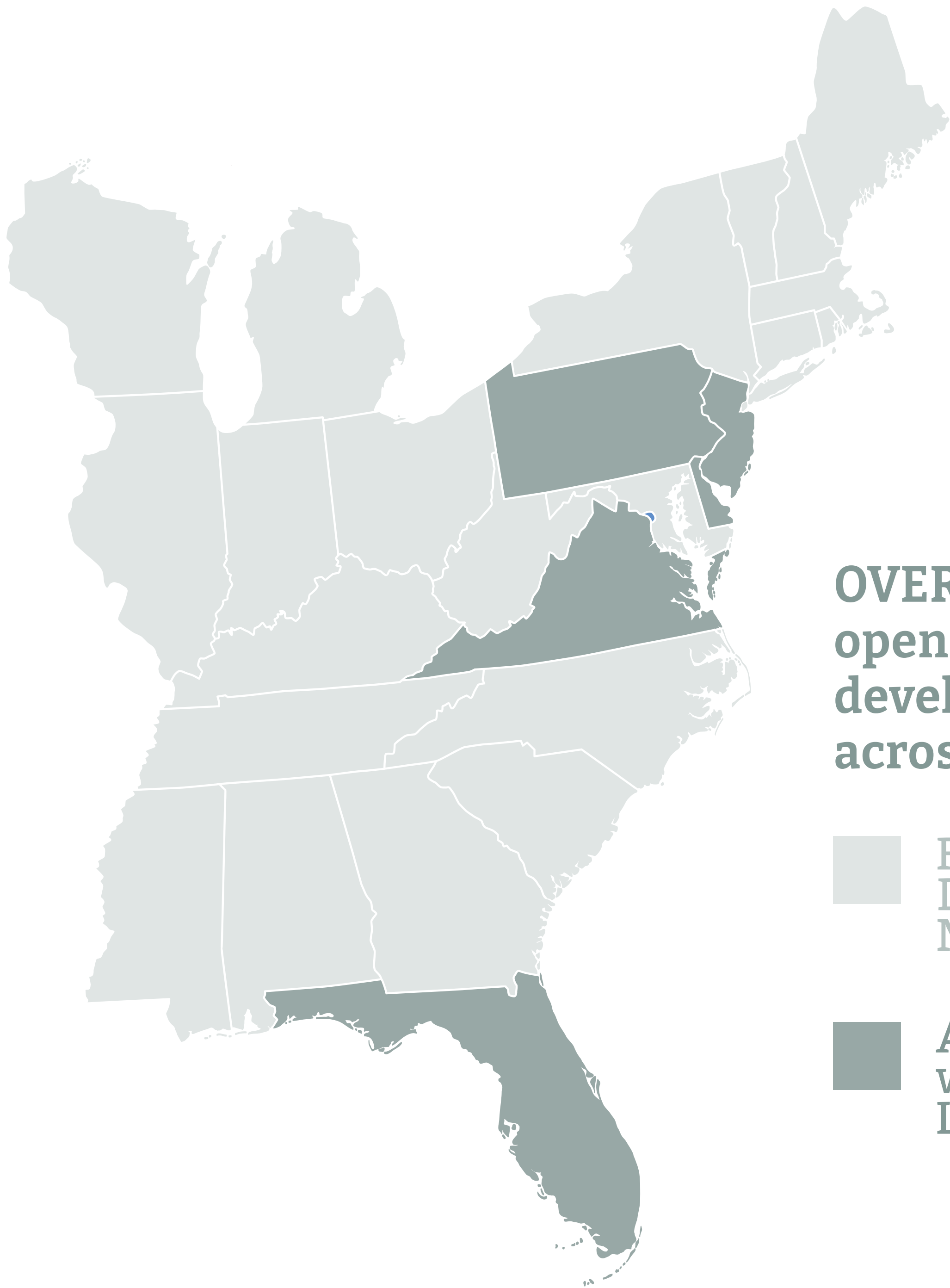


*Reader's Choice
Best Breakfast
by Philly Magazine*

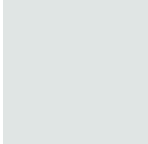


*Gold Plate Award Winner by the New Jersey
Restaurant Hospitality Association*





OVER 40 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*
mount laurel*

FLORIDA

*boynton beach
wellington
viera*

PENNSYLVANIA

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

VIRGINIA

*glen allen
richmond
midlothian*

DELAWARE

christiana

** 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

\$771,000 - \$1,643,000 (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 29, 2026 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.

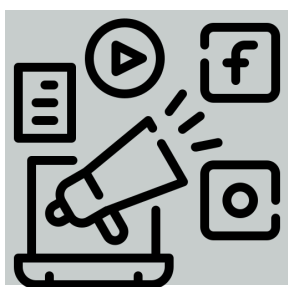


Franchise-Focused Training and Support

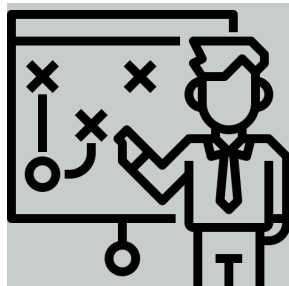
Turning Point has invested in support, technology and marketing to help franchisees operate their units efficiently and reach their full potential. **From site selection to post-opening, our experienced team will be there every step of the way.**



Site selection assistance and guidance



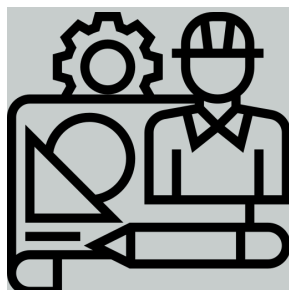
Confidential operations and training manuals



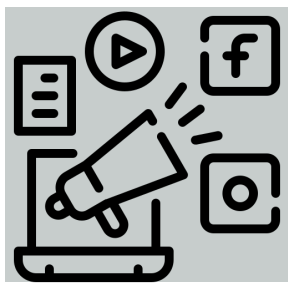
On-site visits and coaching



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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www.turningpointfranchise.com