



Squeeze In Franchising

**REVOLUTIONIZE BREAKFAST & BRUNCH
OWN A SQUEEZE IN!**



**LOW-COST
FLEXIBLE
FORMAT**



**LUCRATIVE
MARKET
TRENDS**



**EGGS-CELLENT
GUEST
EXPERIENCE**



**DOUBLE DIGIT
ALCOHOL
SALES**



CELEBRATING
OUR 50TH
ANNIVERSARY WITH
50% OFF
OUR FRANCHISE
FEE IN 2024





WELCOME TO SQUEEZE IN!

BEST BREAKFAST & BRUNCH FRANCHISE OPPORTUNITY

Our journey began in 1974 with a simple yet innovative concept: revolutionizing breakfast inside a smaller space while delivering high-quality, delicious breakfast/brunch. This approach not only enhanced our efficiency but also ensured a significant economic impact, proving that great things come in small packages.

After all, we like to say, "**The Money's in The Morning!**"

Our family of franchisees have been instrumental in bringing our funky and unpretentious dining experience to communities nationwide, offering something truly unique to their hometowns. We are looking for entrepreneurs with a multi-unit mindset and a passion to provide eggs-cellent guest service every day in their hometowns.



FRENCH TOAST & PANCAKES

The Queen Maggie! Fit for royalty, personally inspired by Food Network chef David Adje! Our signature French toast stuffed with cream cheese topped with strawberries and bananas.



THE BEST OMELETTES!

The Spanish Flay! Our tribute to Bobby Flay! ... Diced red bell peppers, potatoes, chorizo, smoked paprika, butter, Monterey Jack cheese and parsley-sprinkled eggs.

“You come in to a Squeeze In and it feels unlike anything else you have ever experienced. ”

NATE • Idaho Squeeze In Franchisee

HANDCRAFTED COCKTAILS

Mimosas! Try a Mango Tajin Mimosa. Get down with fresh mango nectar & our signature champagne topped with a halo of Tajin! Or try a Blueberry Lemonade Mimosa, our best seller! Or our favorite, an Island Rum Mimosa.



BURRITOS & SANDWICHES

Eric's Breakfast Burrito! The original ... Jumbo flour tortilla wrapped around scrambled eggs, Jack cheese, house made red salsa, avocado and your choice of protein, topped with fresh alfalfa sprouts, with a side of pico de gallo, sour cream.

4 Steps to Opening your Squeeze In

1. GETTING TO KNOW EACH OTHER
2. APPLICATION & FDD REVIEW
3. ATTEND OUR EGGS-PLORATION DAY
4. SIGN A FRANCHISE AGREEMENT



WHY SQUEEZE IN?

HAPPY OWNERS, EVERY DAY!

Our mission is about more than just serving up boozy brunch cocktails and crave-worthy food.

Our goal is to create a fun & funky, welcoming space, where everyone feels valued and happy, from our guests to our franchisees.

For our guests, this means serving up an eggs-ceptional experience with friendly service and eggs-cellent food.

For our franchisees, it means becoming a part of the Squeeze In family where we offer comprehensive training, ongoing support, and a genuine passion for helping our franchisees achieve their entrepreneurial dreams.

**We're not just selling the best omelettes on the planet,
we're building a community of happy people,
one delicious bite at a time.**



Squeeze In's Breakfast & Brunch Franchise Training & Support

When you invest in a Squeeze In restaurant, we will provide you with eggs-cellent breakfast & brunch franchise training and ongoing support designed to have you eggs-pertly whisking up omelette batter and serving up the best brunch cocktails in town.

Real Estate and Location Support

We will collaborate with you and an experienced commercial real estate broker to find the best location in your area as well as being a resource for you during the construction phase.

Training and Operations

Our 4-week initial training program for you and your GM combined with our pre/post-opening staff training will ensure you are ready to crack eggs and serve guests with eggs-ceptional service.

Menu Innovation

With quarterly limited time offers and menu enhancements, we create crave-worthy items to keep things fresh and exciting for your guests while also making sure we are keeping things as simple as possible for your kitchen staff.

Local Marketing

Our cult-like following of Eggheads – our loyalty program, grand opening support and ongoing promotional materials will have Squeeze in top of mind when anyone in the community thinks of breakfast & brunch.





WHAT IT TAKES

Ready to bring the breakfast revolution to your hometown? What we are looking for in a Squeeze In owner:

Passionate & Community-Driven:

Someone who is passionate about our brand and sharing it with their community.

Servant Leadership:

Someone who can lead a team, recognize employee value and serve their community with eggs-ceptional guest service.

Commitment to Eggs-cellence:

Someone willing to follow our proven franchise system to create an eggs-cellent environment for both employees and guests!

As we celebrate our 50th anniversary, we want to offer you, our potential franchise owner, 50% off our franchise fee in 2024! Contact us today.



FRANCHISING REQUIREMENTS

FINANCIAL REQUIREMENTS:

Liquid Assets: \$200,000
Minimum Net Worth of \$500,000

INVESTMENT REQUIREMENTS:

Franchise Fee: \$40,000
Initial Investment Range: \$201,893 to \$521,870

*excludes liquor license costs. See Item 7 in FDD.

FEES:

Royalty Fee: 5%
Marketing Fee: 2%
Local Marketing Fee: 1%





1.12 M+

Median Gross Sales

Two strong day parts
and one 6.5 hr labor shift



50 Years

Proven Success

With eggs-ponential
growth opportunities
across the U.S.



\$ 29.4 B

Global Breakfast Industry

Projected to reach
\$49.72 Billion by 2028

SITE SELECTION

Our flexible format can work in all types of spaces. Everything from endcap to freestanding locations and non-traditional – like airports or casinos and malls. We also have expertise in converting second generation sites to save you \$ and time.

Size 1,500sq. ft. – 2,500sq. ft.

Space for **Patio**

Co-Tenancy **Location** with Major Tenant Anchor – Regional /Neighborhood Shopping Centers

In-line, Endcap or Free Standing

Ample A.M. **Parking**

Demographics – 10,000 Daytime / Residential – Population/ Sq Mile (3 Mile Radius)

Household Income \$70K and Above



Hot Markets

WE'RE GROWING FAST!

Colorado

Texas

Arizona

New Mexico

Idaho

Oregon





Squeeze In Franchising

"THE MONEY'S IN THE MORNING!"

In celebration of our 50th year anniversary, we are giving potential franchise candidates 50% off our franchise fee in 2024.

With our 1.12 million + AUVS in only 6.5 hours and owner work/life balance (be home to pick up the kids or feed the pets every day) owning a Squeeze In is the perfect business opportunity for someone who is passionate about revolutionizing breakfast & brunch in their hometown.

CONTACT US TODAY FOR MORE INFORMATION.
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