



### **An Investment that Allows You to Escape to the Bayou While Enjoying “Some Southern Cookin’ with a California Twist”!**

Have you ever had one of those lazy weekend days where you lounge around home craving a fabulous breakfast out but then realize it’s almost lunchtime? Not to mention, now your favorite breakfast spot is no longer serving breakfast. Thank goodness for [Huckleberry’s](#)! Whether you are craving a traditional breakfast or want to mix it up with a little southern flair and go for Crab Cake Egg Benedicts or Tom’s Scramble with Bayou Reds, Huckleberry’s has you covered. And it doesn’t stop there. Huckleberry’s will further delight you by serving up one of their Signature Mimosas or the Bayou Bloody Mary for you to sip on and enjoy.



But don’t let us mislead you. Huckleberry’s does not only serve breakfast. They also have an extensive lunch menu that features Snacks & Shareables, N’Awlins Sandwich options such as their Dixieland Steak Melt, Shrimp Po-Boy, Fried Green Tomatoes and much more. Better yet, you can order breakfast or lunch anytime of the day. Their full menu is available all day long, every day.

So now that we’ve got your stomach rumbling, it’s time to share how the Huckleberry’s franchise system has transformed itself over the past 3 years and how they’ve uniquely positioned themselves in the fast growing breakfast/lunch restaurant segment.

#### **The Huckleberry’s Solution.**

Greg Graber, CEO of Huckleberry’s & Founder of Heritage Restaurant Brands shared that “walking into Huckleberry’s is like being transported to the bayous of New Orleans with the weeping willow trees, the sound of crickets chirping, in addition to Southern music playing in the background.”

Not only have they created a unique ambiance to “escape from the everyday”, Greg went on to say, but their menu is carefully crafted and designed to reflect “southern cookin’ with a



California twist". When Greg was asked what his favorite menu items is he quickly stated that "hands down it has got to be our Stacked Chicken & Waffles."

Since taking over the Huckleberry's brand in 2016, Greg and his team have worked hard to keep the original charm of Huckleberry's while preparing the brand for growth. And this focus has been reflected in their growth from an initial 7 locations in 2016 to what will be 14 locations by 2020. Not only are they expanding their footprint throughout California but over a 4 year period, they have realized 34% in same store sales growth.

So, if we haven't convinced you yet how Huckleberry's is unique, here's a quick recap:

- **GROWING CONCEPT** – There's no other place like it in the BREAKFAST/LUNCH category!
- **AMAZING FOOD** – Southern inspired cooking with just a hint of California!
- **DIFFERENTIATING AMBIANCE** – When you walk into Huckleberry's, it's as if you've escaped to the "bayou" in just a few steps...you're captivated by the weeping willow tree, sparkling of fireflies and Zydeco music in the background.
- **SOUTHERN HOSPITALITY** – You're served by folks that are genuine, charming and ready to help you relax and unwind.



### So Why Huckleberry's?

Aside from Huckleberry's great financials which reflect average annual net sales over \$1.4M, they provide an excellent business model for investors wanting to be in the restaurant business but not incur the crazy late hours and significant time spent away from family and missing those oh so important family occasions. Given Huckleberry's is a breakfast/lunch only concept, owners can make it to their kids' soccer games with time to spare!

So here's a quick short list of some of the key attributes Huckleberry's offers:

- Operating hours are 7AM to 3PM. Be home in time for soccer games and family dinners!
- Over 34% SAME STORE SALES increase over the past 4 years.
- 17 consecutive quarters of same store sales growth.
- Uniquely positioned in the fast-growing breakfast/lunch segment.
- Chef-inspired Menu Development and Innovation.
- Marketing support and strong Brand Identity.
- Social Media/eClub platforms.

- Flexible site options.

Although Huckleberry's is primarily located in California today, Greg Graber shared that "given the vast experience of Heritage Restaurant Brands, Huckleberry's is positioned to grow nationally and has national distribution contracts in place today to support their growth".



### **The Investment**

We could go on and on about Huckleberry's and why we, at the FBA, believe in the brand and the opportunities it provides new business owners. Instead of doing so, we'd love to have a conversation with you.

If you're ambitious, have a love for food and previous experience in the restaurant business, then Huckleberry's might be the perfect investment for you. Huckleberry's is also an excellent opportunity for individuals looking for multi-unit investment opportunities or to expand their portfolio. This proven success model is designed for owner-operator or semi-passive ownership.

Minimum financial requirements include \$350k liquid cash and a \$750k minimum net worth. Total investment range: \$270,000 - \$1,342,000. Franchise Fee is \$35,000.

If you are interested in learning more about this concept and what it takes to be a Huckleberry's franchise owner, contact Director of Marketing, Reem Atkins at [Reem.Atkins@HeritageRB.com](mailto:Reem.Atkins@HeritageRB.com) or visit Huckleberry's website: [www.Huckleberrys.org](http://www.Huckleberrys.org)

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