SERVING

Great Food, Big Smiles & Compelling Results

BREAKFAST, BRUNCH, LUNCH & CATERING.

FRANCHISE OWNERSHIP BROCHURE

Why Eggs Up Grill

We are America's fastest growing daytime franchise breakfast concept for several reasons.

First, our promise is to put a smile on every guest we serve. It's simply in our DNA!

Second, we offer great tasting, freshly prepared food and drinks, served promptly and offered with compelling everyday value.

Third, franchisee success is a top priority. Our margins are among the best in the category, our training, operations, and marketing support system is highly effective. And because Eggs Up Grill is open from 6am to 2pm, you only need one shift of team members, offering a uniquely positive lifestyle.

Awards & Recognition

Entrepreneur
Franchise 500® Ranked #7 Best in Full-Service Restaurant in 2026

FAST & SERIOUS
2026

FRANCHISEE EXCELLENCE AWARDS ★2026★
2026

MOST PROFITABLE FRANCHISES
SATISFACTION AWARD
2025
REVIEW
2025

VERIFIED 2026
2026

FranchiseTimes TOP 400
2024 and 2025

By the Numbers

$1,653,744*

Top 50% of our restaurants generated through dine-in take out, digital ordering and catering.

19.7% EBITDA*

Top 50% of the system

31%+ AUV GROWTH

Since 2021

110+ LOCATIONS

With 90+ in Development

60%+ MULTI-UNIT OWNERSHIP

4.5 STAR RATING

More than 12,000+ guest reviews annually

*Item 19 FDD 2026

Initial Investment & Fees

Estimated Initial Investment & Fees

$821K-1.14M*

Estimated Initial Investment

$45K

per/location Franchise Fee

5%

Royalty of Gross Sales

2%

Marketing Fee of Gross Sales

Financial Qualifications

$200K

Minimum Liquidity

$500K

Minimum Net Worth

*Item 7 FDD 2026

Best in class Brand & Franchisor

We offer proven systems and processes to help your restaurants operate smoothly, efficiently, and profitably, all while delivering a differentiated experience for your guests.

"It's been helpful to know that the leadership team is only a phone call away. These guys are always on top of any questions I have. It goes a long way in showing what the franchisor is all about, and that the leadership team is in it with us."

DEAN PATEL
Multi-unit franchise partner

VIBRANT BRAND

Unique culture & DNA

Winning Experience – Team & Guest

Appealing Everyday Value

EFFICIENT DEVELOPMENT PROCESS

Defined Roadmap

Dedicated, Capable Assistance

Experienced Resources/Suppliers

ROBUST OPERATIONAL MODEL

Exceptional Team Recruitment & Training

Fully Supported Supply Chain

Effective Ownership/ Mgt. Routines

Potent Margin Tools – POS & Ops

Active Field Support

IMPACTFUL MARKETING

Franchisee Intro

NRO

Customer Data Platform

Brand & Local Activations

TALENTED LEADERSHIP TEAM

Industry Experience

Functional Expertise

Franchisor/Franchisee Commitment

Real Estate Requirements

Eggs Up Grill thrives in "hometowns", high growth suburbs.

- Vibrant Neighborhood retail centers
- End-cap units, with outdoor seating preferred
- 2,800 – 3,200 sq. ft. space
- 90-100 seats per restaurant
- Min. 50 parks (or reciprocal/shared parking)
- 3-mile population density of 20,000 or greater

Thanks so much for considering franchise ownership with Eggs Up Grill. We look forward to working with you to determine if the Eggs Up Grill culture and opportunity is the right fit for you!

Next Steps? Contact Us Today!

SCAN HERE

EVERYTHING TO MAKE YOU SMILE.

EGGS UP GRILL®

Franchise Opportunity