



# PRESS RELEASE

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## **Twin Peaks Reflects on Growth, Innovation and Giving Back in 2024**

*The award-winning sports lodge experiences strong growth with nine new openings*

DALLAS (Jan. 13, 2025) — As 2025 begins, [Twin Peaks Restaurant](#) celebrates 2024, marked by strong growth, industry accolades and impactful community initiatives. From opening new lodges and expanding franchise partnerships to unveiling innovative menu offerings and supporting charitable causes, the ultimate sports lodge has solidified its place as a leader in the restaurant industry.

### **Expanding the Twin Peaks Footprint**

This past year, Twin Peaks expanded its reach with nine openings across the U.S. and Mexico, including:

- Boardman, Ohio
- Guadalajara, Mexico
- Doral, Florida
- Naples, Florida
- Fort Mill, South Carolina
- Terrell, Texas
- Lakeland, Florida
- McKinney, Texas
- Reno, Nevada

The brand also signed four new franchise area development agreements, adding a total of 24 new lodges to Twin Peaks' pipeline in the following areas:

- Greater Philadelphia
- Colorado Springs and Denver, Colorado
- Charleston, South Carolina
- Savannah, Georgia
- Mobile, Alabama
- Florida Panhandle
- North Dakota
- South Dakota
- Billings, Montana

### **Raising the Bar with Culinary Innovations**

Twin Peaks introduced several new menu rollouts, including reeling in new scratch-made seafood dishes, a refreshed margarita menu, five new mixed shots, 15 new cocktails, four new wines, 12 new tequilas, bourbons and rums, and bold game-day flavors all designed to elevate the guest experience.

### **Recognized Excellence**

The brand's achievements were acknowledged with prestigious industry accolades, including:

- GuestXM – Voice of Customer
- Technomic's Top 500 Restaurant Chain Report – Twin Peaks ranked 101
- *Franchise Times*' Franchise 400 – Twin Peaks ranked 142

- *Dallas Business Journal* 2024 - C-Suite Leaders Award – CEO Joe Hummel recognized for his leadership
- Flavor & The Menu Award – Flavor Trailblazer
- Flavor & The Menu Award - Spicy Meatball Skillet
- *Nation's Restaurant News* – Top 500
- *Franchising.com* – Most Innovative Use of Customer-Facing Digital Tools
- *Franchise Times* Fast and Serious – Smartest Growing Franchises
- Key Executives – Top 25 CEOs of Dallas

## **Making an Impact**

In addition to its operational success, Twin Peaks remained steadfast in its commitment to giving back. Highlights from 2024 include:

- **Tunnel to Towers Foundation** – A major Memorial Day initiative, Q3 awareness campaign and the annual golf tournament raised funds to support veterans, first responders and their families. To date, Twin Peaks' contributions to the foundation have exceeded \$535,000.
- **Miss Twin Peaks Competition** – Lacy of Fort Myers was named Miss Twin Peaks 2024, and the brand celebrated the “Sisterhood of the Plaid,” including assembling supplies to contribute to a Dallas-based domestic violence shelter.

## **Looking Ahead in 2025:**

More robust growth is expected in 2025, ready to propel the brand to new heights. More than ten new restaurants are planned to open by the end of the year.

“2024 was a testament to the strength of the Twin Peaks brand and the passion of our franchise partners, team members, and loyal guests,” said Joe Hummel, CEO of Twin Peaks. “From expanding our footprint to launching innovative menus and receiving industry accolades, we are proud of what we were able to accomplish last year. In 2025, we will remain focused on delivering exceptional experiences, fostering community and building on the strong momentum we generated in 2024.”

## **About Twin Peaks**

Founded in 2005 in the Dallas suburb of Lewisville, Twin Peaks 115 locations in the U.S. and Mexico. Twin Peaks is the ultimate sports lodge featuring made-from-scratch food and the coldest beer in the business, surrounded by scenic views and wall-to-wall TVs. At every Twin Peaks, guests are immediately welcomed by a friendly Twin Peaks Girl and served up a menu made for MVPs. From its smashed and seared-to-order burgers to its in-house smoked brisket and wings, guests can expect menu items that satisfy every appetite. To learn more about franchise opportunities, visit [twinpeaksfranchise.com](https://twinpeaksfranchise.com). For more information, visit [twinpeaksrestaurant.com](https://twinpeaksrestaurant.com).

## **Forward-Looking Statements**

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, including statements relating to the timing and performance of new store openings. Forward-looking statements reflect the expectations of management concerning the future and are subject to significant business, economic and competitive risks, uncertainties, and contingencies. These factors are difficult to predict and beyond our control and could cause our actual results to differ materially from those expressed or implied in such forward-looking statements. We refer you to the documents that are filed from time to time by Twin Restaurant Holdings Inc. with the Securities and Exchange Commission, such as its initial Form 10 and reports on Form 10-K, Form 10-Q and Form 8-K, for a discussion of these and other factors. We undertake no obligation to update any forward-looking statement to reflect events or circumstances occurring after the date of this press release.