



PRESS RELEASE

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Twin Peaks to Celebrate New Daytona Beach Location

The ultimate sports lodge to host grand opening at first restaurant in area on March 20

DAYTONA BEACH, Fla. (March 20, 2023) – The Daytona 500 may have already happened, but there will still be plenty of action for sports fans to enjoy when [Twin Peaks Restaurant](#) opens its first lodge in Daytona Beach today.

Located at 1571 Outlet Blvd., near the Tanger Outlets at Daytona Beach and less than four miles from Daytona International Speedway, the new 10,700-square-foot lodge will be the perfect spot to gather come race day, game day or any day anyone is looking for great food and an incredible atmosphere.

Twin Peaks will showcase its new restaurant with a ribbon cutting between 4-5 p.m. with Mayor Derrick Henry, Daytona Regional Chamber of Commerce members, city council members, and other guests. To celebrate its grand opening, Twin Peaks will open its doors for dinner shortly after the ribbon cutting.

“What better way to bring in the gorgeous spring Florida weather than with a grand opening celebration at our newest lodge in Daytona Beach,” said Twin Peaks CEO Joe Hummel. “There’s no better place to watch a game than Twin Peaks and local gearheads will learn that the same holds true for a race. And while we may have missed the Daytona 500, we’re sure to be the go-to spot for MLB action, NBA playoffs and the rest of the racing season!”

Twin Peaks’ new Daytona Beach location will offer more than just traditional draft beer and bar food. Whether you prefer enjoying a rare bourbon, whiskey or tequila poured over a crystal-clear ice ball, Twin Peaks has you covered with its extensive and exclusive bar menu. The made-from-scratch kitchen can deliver a hand-trimmed New York Strip, a house-made meatball sub or a crispy artisan flatbread, ensuring there is something for everyone.

The lodge will feature 82 TVs situated at every possible angle and a massive 345-inch LCD screen for all marquee events – March Madness or NHL hockey anyone? – and to give fans plenty of vantage points to watch their favorite sport and cheer on their favorite teams and players. In addition, the outdoor bar will feature 32 beers – including national and local favorites – on tap. The indoor dining area will highlight the traditional cozy lodge environment with the best scratch-made food in town and its own bar with an additional 40 beers on tap!

This will mark the brand’s second new lodge in 2023, the 10th location in Florida and the 97th location systemwide. Once open, Twin Peaks Daytona Beach will have operating hours from Sunday through Thursday of 11 a.m. to midnight, and Friday and Saturday from 11 a.m. to 2 a.m. For more information on the upcoming Twin Peaks location, visit [here](#).

About Twin Peaks

Founded in 2005 in the Dallas suburb of Lewisville, Twin Peaks now has 97 locations in the US 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 the latest in high-definition 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, pork and wings, guests can expect menu items capable of satisfying every appetite. To learn more about franchise opportunities, visit twinpeaksfranchise.com. For more information, visit twinpeaksrestaurant.com.

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