



FOR IMMEDIATE RELEASE

Twin Peaks Announces Expansion Plans For Chicago

***Rapidly growing chain expects to add 20 Chicagoland locations
over the next four years***

(February 7, 2011) - One of the nation's hottest restaurant concepts plans to open its first restaurant in Chicago this year.

[Twin Peaks](#), a casual dining chain named a "[2010 Hot Concept!](#)" by [Nation's Restaurant News](#), is currently recruiting franchisees in the Chicago area as part of a national expansion effort.

Founded in 2005 in the Dallas suburb of Lewisville, Twin Peaks is known for [quality food and ice cold draft beer](#) served by friendly and attractive [Twin Peaks Girls](#) in a mountain sports lodge setting. The chain has 13 restaurants in Texas, Oklahoma and New Mexico, and expects to almost double in size in 2011.

"Chicago is the perfect city for Twin Peaks," said CEO and founder Randy DeWitt. "It's a great restaurant city, and we believe there is an untapped market of men looking for a place they can go to enjoy really great food, 29 degree draft beer and sports in a cozy atmosphere."

DeWitt, a restaurant veteran who has founded several successful concepts, says he expects to open as many as 20 Twin Peaks restaurants in the Chicago area over the next four years. Each restaurant employs as many as 80.

The chain is now actively seeking franchisees who have successfully operated other multi-unit concepts. With several profit centers and a lucrative bar component that combine to provide higher margins and exceptional unit economics, DeWitt says that existing Twin Peaks locations have set the foundation for a tremendous opportunity for the right franchisees.

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“The ideal Twin Peaks franchisee is someone who already has a successful track record of operating franchises and is looking to expand their portfolio with a proven concept that caters to an untapped market,” said DeWitt.

Twin Peaks growth will focus on markets with a strong and easily captive customer base, as well as ones primed for efficiencies in distribution and operations and able to deliver marketing clout. In addition to Chicago, those markets include Phoenix, Tucson, Denver, Colorado Springs, Little Rock, New Orleans, Birmingham and Nashville.

“We are convinced that tremendous opportunities await our franchisees in Chicago,” said DeWitt. “All of our current locations continue to trump the economy, and we expect our Chicago locations will do the same.”

In 2010, Twin Peaks’ achievements included multi-store agreements for operators in Missouri, Arkansas, Oklahoma City, and Houston, where the area’s first store in Webster opened to chart-topping sales. Soon after that, Twin Peaks was named a 2010 “Hot Concept!” by *Nation’s Restaurant News*.

About Twin Peaks

Founded in 2005 in the Dallas suburb of Lewisville by successful restaurant veterans Randy DeWitt and Scott Gordon to meet the needs of an untapped market, Twin Peaks features quality food and ice cold draft beer served by friendly and attractive Twin Peaks Girls in a mountain sports lodge setting. Named a ["2010 Hot Concept!" by Nation's Restaurant News](#), the national chain has 13 restaurants in Texas, Oklahoma, and New Mexico, and expects to open at least 10 new restaurants in 2011. More information on Twin Peaks, including locations and franchise information, is available at TwinPeaksRestaurant.com.

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