



Perkins™

AMERICAN FOOD CO.

Perkins American Food Co. is ushering in a bright new era for our 65-year-old brand with our state-of-the-art 1,500-2,500 Perkins Griddle & Go express model, and our 3,000-4,000 mainline model. Perkins is designed with today's consumer in mind, offering a timeless, elevated restaurant experience with the exceptional hospitality and iconic menu our brand is known for. The all-new Perkins American Food Co. is here, and we're ready for rapid North American expansion!



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290+ RESTAURANTS IN THE U.S. & CANADA

DEMOGRAPHIC PREFERENCES

(12 Minute Drivetime)

- Population – 50,000 to 90,000 (minimum 30,000)
- Average Household Income – \$60,000 to \$80,000
- Minimum Average Daily Traffic Count of 25,000 vehicles

ACTIVITY GENERATORS

(3 Mile Radius)

- Direct Competitor – 2 or less (Cracker Barrel, Denny's, IHOP, etc)
- Preferably hospital, college and/or warehouse/manufacturing facilities within 10 mile radius
- Near lodging establishments (hotels & motels)



FLEXIBLE PROTOTYPES

Perkins Griddle & Go

- 1,500-2,500 sq. ft.
- Seat Count: 50

Mainline Prototype

- 3,000 – 4,000 sq. ft.
- Seat Count: 110+

Large Scale Prototype

- 4,500 sq. ft.+
- Seat Count 200+

FLEXIBLE FORMATS

- Endcap
- Freestanding
- Second Generation Conversion
- Patio Option

- Great for non-traditional spaces (colleges, airports, casinos, travel plazas and convenience stores)

