

Boar's Head
Compromise elsewhere.

Boar's Head, products are **versatile** and work across our menu.

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Meet Our Craft Makers

Nina and Susu
NY Slicers Deli | Phoenix, AZ

INDUSTRY NEWS



TURNING POINT RESTAURANTS

Turning Point has 24 locations in New Jersey, Pennsylvania and Delaware, with new units slated for Florida and Virginia.

Turning Point Restaurants Signs Multi-Unit Deal to Grow in New Jersey

MAY 2, 2023

Turning Point Restaurants, an award-winning, 24-unit, breakfast, brunch and lunch chain, has announced it has signed its first multi-unit development agreement with restaurant veterans and 12-unit Taco Bell operators Ketan, Shivani and Devang Shah of Fiesta Restaurant Group to open three units in northern New Jersey over the next three years.

"We are thrilled to partner with the Shah family. Their attention to employee engagement and obsessive focus on customer satisfaction give us confidence they will be excellent stewards of our brand," says Kirk Ruoff, Founder and CEO of Turning Point. "Our team is committed to bringing on passionate operators with restaurant experience. We look forward to them operating their Turning Point restaurants with the same enthusiasm and professionalism as their current restaurants."

Ketan Shah founded Fiesta Restaurant Group in 2012. Over the past 11 years, the company has expanded to 12 Taco Bell locations across New Jersey and New York.

"We knew we wanted to be involved from the early stages of exploring this opportunity. Our team is pleased to work with a brand offering attractive hours of operation, an elevated product, decades-long customer loyalty, and outstanding corporate leadership. We're excited to diversify our portfolio with Turning Point and help grow this beloved brand," adds Shah.

Turning Point has 24 locations in New Jersey, Pennsylvania and Delaware, with new units slated for Florida and Virginia. Their unique daytime offering includes Avocado Smash Benny, Catalina Cornbread French Toast, and Bacon Lollipops, along with French press coffee that is ground per order.

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