

## Breakfast-Brunch-Lunch Concept, Turning Point, to Make Lehigh Valley Debut

It's going to be a big year for the relatively local company, as it gears up to open two more New Jersey locations in Paramus and Ocean City, while also making its Florida debut with two outposts around Palm Beach.

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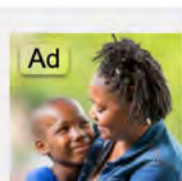
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Turning Point, the New Jersey-based breakfast, brunch, and lunch concept, will make its Lehigh Valley debut in a 4,449-square-foot-space at the Promenade Shops at Saucon Valley this fall, according to founder and CEO Kirk Ruoff.



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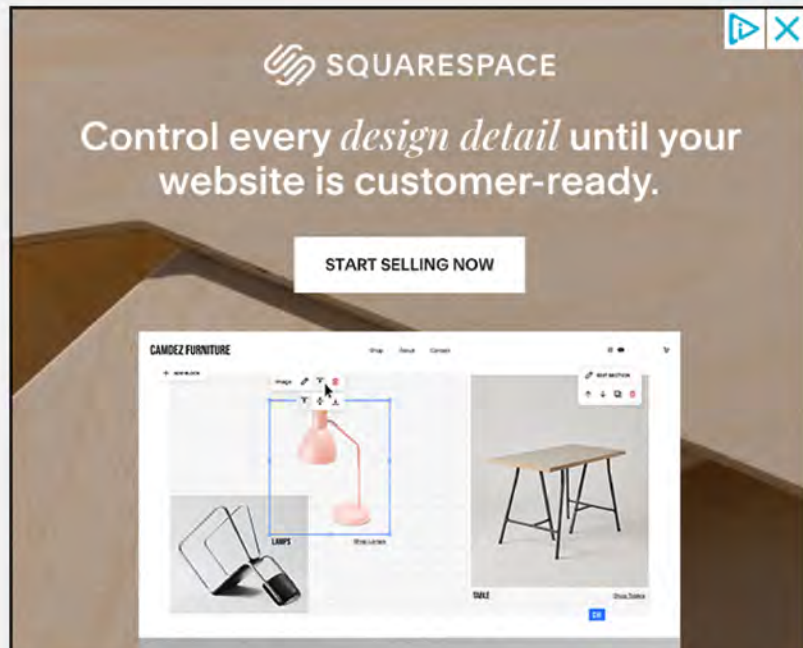
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“We’re excited about opening our first location in Lehigh Valley,” Ruoff tells *What Now Philadelphia*. “We think it’s a great shopping center and we’re excited to be a part of the efforts of the Promenade at Saucon Valley team there.”

General manager of the Promenade Shops, Natalia Stezenko, echoed the sentiment, saying in a statement, “The addition of this well-known and very popular regional eatery is something we are sure our shoppers will embrace and yet another step in elevating our rapidly growing tenant roster.”

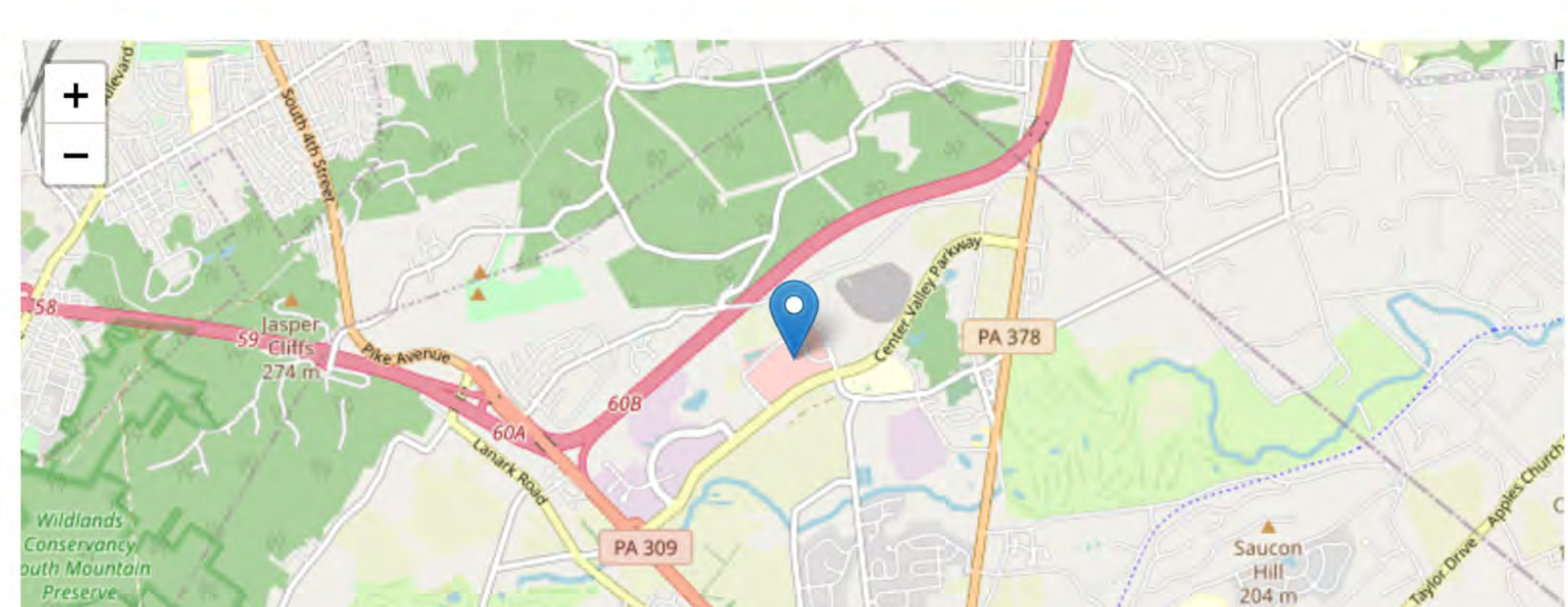


Turning Point is quite a local institution, with nearly 25 locations spread throughout Philadelphia, New Jersey, and Delaware – with another two opening this year in Paramus and Ocean City, New Jersey, as well another two near Palm Beach in Florida.

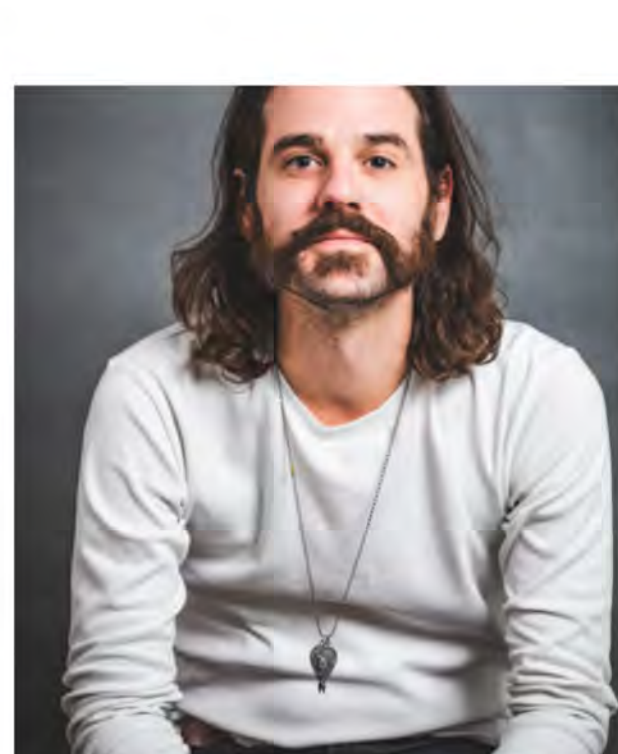
Since its founding in 1998, Turning Point has “prided ourselves on offering the highest quality and freshest daytime meals to our highly valued guests,” adding on its website, “If you are looking for a unique breakfast, brunch or lunch restaurant come give Turning Point a try.”

Some of those truly unique offerings include current seasonal offerings such as the Barbacoa Benedict, Hank Sauce Beef Melt, and Peppermint Hot Chocolate Cakes, as well as signature favorites like the Tropical Crunch Waffle, OMG Toast, Wilbur Skillet, and Classic Pork Roll Sammy.

As a result, Turning Point has garnered numerous accolades over the years, including a Gold Plate Award from the NJ Restaurant Hospitality Association, *Monmouth Health and Life’s* Readers’ Choice for Best Breakfast, Best of the Best from *The Intelligencer*, and *NJ Monthly’s* Jersey’s Choice Best Breakfast/Lunch for 15 years and counting.



**2845 Center Valley Pkwy, Center Valley, PA 18034**



Drew Pittock

Drew Pittock is the Managing Editor of What Now Media Group, as well as a staff reporter covering various markets across What Now's portfolio. He's an avid record collector, amateur chef, compulsive estate sale shopper, and “Antiques Roadshow” binger. Originally from Los Angeles, Drew now lives in El Paso, TX with his wife and their cat.