

MODERN RESTAURANT MANAGEMENT

Wing It On! in Florida

June 19, 2021

Wing It On! signed an agreement with Dave Miller to bring a location to Orlando.

This will be the first Wing It On! location in Florida. The newly signed agreement represents a part of the brand's larger growth strategy to lock in 25 to 30 additional units by the end of year in target markets in Florida such as Orlando and Tampa.

"When looking at opportunities to establish a business in the United States, Wing It On! really stood out from the rest. It's an up-and-coming brand with a lot of potential to grow, which really intrigued me," said Miller. "I can't wait to see what's in store for us in Orlando."

"I'm absolutely thrilled Wing It On! is entering the Orlando market with someone like Dave," said Matt Ensero, CEO and founder of Wing It On! "Florida is a key state for us to grow in, and this is only the first step as we establish ourselves in the Sunshine State. I anticipate great things for Dave."

The franchise model has a flexible design footprint. Takeout and delivery drive nearly 90 percent of store revenues, meaning overhead is kept low with just a small portion of the restaurant reserved for dine-in. Locations can range from less than 1,200 square feet up to 1,400 square feet. With real estate flexibility on its side and consumer demand high, Wing It On! plans to grow by targeting single-unit and multi-unit deals in key growth markets including Austin, Dallas/Fort Worth, Houston, Orlando, Tampa, Atlanta and the Triangle of North Carolina.

Offering a built-in digital experience that franchisees can leverage for online ordering, a mobile app and third-party delivery integration software, the Wing It On! digital operating model fosters a low initial investment and higher sales per square foot. Wing It On! also offers a food truck franchise option to drive additional revenues.

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