

POWERFUL PR FUELS FRANCHISE DEVELOPMENT

GOAL

Generate Brand Visibility

SOLUTION

National Franchise Growth
Press Release

RESULT

Extensive Franchise Interest in
Key West Coast Regions



**34 WEST COAST
LEADS GENERATED**



**575M+
PRESS IMPRESSIONS**



**25+ PRESS
PLACEMENTS**



**\$5.2 MILLION
AD EQUIVALENCY**

"Thank you All Points team for supporting our development growth strategy. We had a strong increase in franchise interest across several West Coast markets, with operators looking to open a Freddy's in their community."

**JACKIE LOBDELL
VP OF FRANCHISE SALES**



OREGONLIVE
The Oregonian

**Midwest Steakburger
and Custard Chain is
Plotting a Portland
Expansion**

Freddy's specializes in steakburgers and ice cream. It debuted in Wichita, Kansas, in 2002. Freddy's Frozen Custard & Steakburgers
A potential In-N-Out rival is eyeing Oregon for its next expansion.



Freddy's Frozen Custard & Steakburgers — a fast-casual restaurant chain based in Wichita, Kansas — has broken out of its hometown since debuting in 2002. The franchise vowed to open 60 restaurants this year, many clustered in Northern California.

Now, the burgers-and-shakes chain is plotting a similar move into the Beaver State, as first reported by the Portland Business Journal. The Northwest represents one of the strongest opportunities for Freddy's, Alle Nowak, a company spokesperson told The Oregonian/OregonLive.

"Portland is an exciting market because of its vibrant dining culture and appreciation for high-quality, made-to-order food," she said.



Freddy's operates nine locations in Idaho but none in Oregon or Washington. The company believes the Portland area could host up to 20 Freddy's restaurants, — though it's still too early to pin down a timeline, according to Nowak.
For now, the chain is in search of "experienced single- and multi-unit franchise partners who know the local market and are interested in bringing Freddy's to the region," Nowak said.

AS SEEN IN

**FOX
BUSINESS**

**PORTLAND
BUSINESS JOURNAL**

Los Angeles Times

**CONNECTED
AT EVERY POINT**
The right strategy. The right impact.