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Waffle House 50-Cent Egg Markup Shows Strain on US Restaurants

- Many operators are raising prices to reflect egg shortages
- Some companies are choosing to absorb the higher cost



A Waffle House Inc. restaurant in Bessemer, Alabama. Photographer: Elijah Noveck/Bloomberg

By [Daniela Sirtori](#), [Brett Pulley](#), and [Deena Shanker](#)
February 5, 2025 at 7:32 PM UTC

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HUDDLE HOUSE ANNOUNCES STEPHANIE MATTINGLY AS VICE PRESIDENT OF MARKETING

February 25, 2025

Huddle House, Inc.

Atlanta, GA (February 25, 2025) – Ascent Hospitality Management (“Ascent”), franchisor to leading family dining brands Huddle House and Perkins American Food Co., announced today that it has named Stephanie Mattingly as Huddle House Vice President of Marketing. In this role, Mattingly will be responsible for overseeing Huddle House’s marketing efforts, including brand strategy, digital marketing operations, and customer engagement initiatives to further growth and brand loyalty across Ascent’s portfolio.

“Huddle House is committed to cultivating a high-performing leadership team, and the addition of Stephanie as our Vice President of Marketing will be invaluable to enhancing our marketing strategy,” said Blain Shortreed, Huddle House Brand President. “We’re pleased to welcome her to our team where her expertise in brand development will play a key role in expanding our market presence. The team looks forward to her leadership as we further strengthen the connections to our guests.”

An accomplished leader with over 25 years of experience in restaurant retail marketing and operations, Mattingly has a proven track record of elevating brand presence and elevating guest experiences. She has previously held executive roles at national restaurant brands, where she developed and executed strategic initiatives to promote growth, streamline operations, and improve brand positioning. Her expertise in leadership, team building, media planning, and franchise relations has equipped her with a strong ability to manage complex change and create breakthrough results.

Mattingly will oversee the marketing department for Huddle House restaurants. Her appointment highlights our commitment to

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Huddle House Announces Stephanie Mattingly as Vice President of Marketing

By TCMO Bureau | Feb 26, 2025

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Mattingly will oversee the marketing department for Huddle House restaurants. Her appointment highlights our commitment to investing in the leadership team to increase brand visibility and guest experiences.

"Huddle House has a strong foundation, and a dedicated team focused on growth and brand evolution," said Mattingly. "I look forward to implementing tactical marketing initiatives that amplify consumer engagement and drive long-term success for our brands."

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Huddle House Announces Stephanie Mattingly as Vice President of Marketing

By: Huddle House | 0 Shares | 75 Reads

March 07, 2025 // [Franchising.com](#) // Atlanta, GA – Huddle House announced today that it has named Stephanie Mattingly as Vice President of Marketing. In this role, Mattingly will be responsible for overseeing Huddle House's marketing efforts, including brand strategy, digital marketing operations, and customer engagement initiatives.

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Are there other multi-unit franchisees, inside or outside of the restaurant industry, whom you look up to or learn from?

By: Kevin Behan | 17 Reads |



Having a mentor or being able to go to a peer for advice can be a valuable asset for a business owner. In some cases, it may be a fellow restaurant owner who deals with the same issues of increased food prices or relationships with certain vendors. Other times, it can be having a fellow multi-unit franchisee who is familiar with the challenges of operating several businesses across multiple states.

Franchise Update asked several operators if they had other multi-unit franchisees within or outside of the restaurant industry whom they go to or learn from. They all responded affirmatively with a range of people that included family members, fellow franchisees, experienced operators within the system, or industry contacts with other brands.

In many cases, these restaurant owners have sought the advice of others for their knowledge, experience, and best practices. Other multi-unit franchisees may be able to share valuable advice due to their extensive industry experience and provide guidance for less seasoned operators. They can also simply share the same perspective about business ownership and have a desire to help others in similar situations.

We also asked several restaurant franchisees about their next big goal. Multi-unit franchisees are often a forward-thinking group and expansion is never far from their minds. Not surprisingly, many responses about upcoming goals were about adding restaurants in the next year or a certain period of time.

The 2025 Multi-Unit Franchising Conference is the perfect opportunity for franchisees looking to meet valuable industry contacts or get advice on



Multi-Unit Restaurant Franchisee - Paths to Success

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Are There Other Multi-Unit Franchisees, Inside ...

franchising.com/newsletters/mum/

Wil Harrington

Company: WMLW Holdings

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There's another Huddle House multi-unit franchisee we've gotten to know very well, and they've been a tremendous source of inspiration for us. They've been franchisees for over 30 years and currently operate eight restaurants. We've adopted many of their best practices after seeing how they run their business, knowing that their approach has led to lasting success.

One of the key lessons we've taken from them is the importance of taking care of both employees and customers. They prioritize fairness and support for their team, which naturally translates into a great experience for guests. That commitment to people has directly contributed to their sales growth, and we've seen firsthand how following that model benefits our own business.



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A&W, Slice House, 16 Handles and more make executive moves

Executive Summary: The latest leadership changes in the restaurant industry.

By **Restaurant Business Staff** on Mar. 14, 2025



Staff illustration

Amanda Potts is the new vice president of marketing and innovation for A&W Restaurants. Previously she was director of franchise marketing at Valvoline Inc. and has worked with companies like Fazoli's.

Fred Frey is the new vice president of franchise development for the frozen dessert franchise chain 16 Handles. Frey was most recently the director of franchise development at Shipley Do-Nuts, where he played a key role in that chain's expansion, securing 117 agreements last year alone.



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How do you decide on the locations for new units? What factors or data points are most critical in your analysis?

By: Kevin Behan | 266 Reads | 1 Shares



It goes without saying that picking the proper location for a new restaurant establishment is one of the biggest decisions in determining the success of the business. But what factors go into selecting the right spot? There are many, and we asked several multi-unit restaurant franchisees about how they decide the best location when opening a new restaurant.

Having good visibility and access to your business is crucial. Customers need to be able to see your signage and get there easily through local traffic patterns or walking from nearby locations. If people are not aware your restaurant is there and cannot get there conveniently, that is the first step in losing potential business.

Operators will also want to conduct demographic research to make sure residents in a given area match the customer base for their brand. Many franchisees suggested having complementary businesses nearby to help bring in additional customers. There are many different factors to consider when deciding on a new location and conducting the proper research in advance is paramount. It could be the difference between a restaurant's success or failure.

We also asked several multi-unit restaurant operators about their business philosophy. Everyone has a certain set of principles and beliefs that guide their daily operations. It often starts at the top and trickles down to each level of the business. Read below to gain insight from a few multi-unit franchisees across the restaurant industry.



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