



**PERKINS® LARGEST FRANCHISEE JDK MANAGEMENT  
OPENS NEW PERKINS RESTAURANT & BAKERY IN LEWISBURG, PENNSYLVANIA**

**MEMPHIS, TENNESSEE (November 15, 2016)** – Perkins franchisee of 33 years, JDK Management, has once again met success with the October 31, 2016 opening of their new Lewisburg, Pennsylvania Perkins Restaurant & Bakery. Upon learning that their lease would expire on their original Lewisburg location, JDK immediately put forth plans to relocate, rebuild and relaunch the Perkins brand at a new site in Lewisburg situated at 340 International Drive.

In the first month since their opening, the Lewisburg Perkins has experienced sales that exceeded initial expectations by more than double the previous year and contributing to JDK's overall strong performance as a franchisee. The restaurant is open seven days a week from 6:00 AM – 12:00 AM and continues to attract both loyal longtime patrons as well as first-time guests.

Lewisburg is JDK Management's 31st Perkins Restaurant & Bakery, with 21 other locations in Pennsylvania; 7 in Ohio, and 3 in Florida. As Perkins largest franchisee JDK Management is consistently recognized for their commitment to operating excellence. In 2015 and again in 2016 JDK Management finished each year up 3.0% in same store sales; JDK has implemented the Perkins remodeling initiative with 21 remodels completed to date and remains on track to complete all locations by the end of 2018.

Earlier this year, JDK Management was named Perkins Franchisee of the Year, a coveted award that is according to Jeff Warne, Perkins & Marie Callender's President and Chief Executive Officer, "bestowed on the franchisee that epitomizes excellence in operations and brand standards; inspires

others through leadership by example; and contributes to the success of the Perkins brand both within the restaurants and the communities it serves.” In 2014, JDK Management was also recognized for their ongoing contributions to and support of Perkins & Marie Callender’s designated corporate charity, [Give Kids the World](#).

**About Perkins Restaurants & Bakeries:**

Founded in 1958, Perkins system consists of 392 restaurants in 33 states and Canada, which includes 131 company-owned and operated restaurants and 261 franchised units. With a consistent focus on delivering memorable dining experiences featuring high quality product offerings at an outstanding value, served in attractive, welcoming and contemporary facilities, the Company cites several key strategies that have served to reinvigorate the brand over the past several years including: a system-wide remodeling program currently underway; menu reimaging featuring more food innovation to appeal to guests’ discerning taste preferences; and marketing excellence and value promotion designed to drive traffic and increase sales.

With its strong and growing franchise network, Perkins offers services to franchisees including accounting functions, IT support, assistance with new store development/openings and more. Expertise is also delivered one-on-one, through a highly experienced Perkins franchise consultant who acts as a liaison, bringing together the resources franchisees need before, during and after the restaurant opening.