



FOR IMMEDIATE RELEASE...

Huddle House Inc. Makes Strategic Purchase of Perkins

The Atlanta-based company plans to simultaneously grow the Perkins and Huddle House brands

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ATLANTA – Huddle House, Inc. has made a strategic purchase of Perkins Restaurant & Bakery, the storied and iconic chain with approximately 342 locations, which has become a staple in communities throughout the United States and Canada.

While the terms of the purchase were not disclosed, the transaction is expected to close on October 21, 2019. The Huddle House Executive Leadership team will manage Perkins out of its Atlanta headquarters, running each of the concepts as separate brands, yet leveraging resources and proven strategies to build efficiencies. There are no plans to convert any existing units to Huddle House restaurants or vice versa.

“Strategically, this is a very good fit. Both Huddle House and Perkins are breakfast-first concepts and we pride ourselves on our ability to bring families together through remarkable food and homestyle meals,” said Huddle House’s CEO Michael Abt, who will be the top executive of both brands. “The current leadership team at Perkins has done a tremendous job revitalizing the Perkins concept over the past year, and we believe that we can further utilize Huddle House’s existing platforms and financial backing to strengthen the growth of the Perkins brand.” He further commented “This acquisition is by careful design and calculation, as the brands fit well together serving complementary markets but supported by similar resources.”

Combining Huddle House and Perkins results in more than 700 locations open or under development between the two brands that generate collectively over \$800 million in sales. The Huddle House Executive Leadership team has reaffirmed its devotion to providing the proper resources and support for the unified organization at every level – for franchises across each system and to all company-owned units.

By continuing to provide necessary support, tools and resources to franchise partners and company operators, Huddle House demonstrates its commitment to the development of each brand and an elevated quality of guest experiences. The addition of Perkins fuels excitement and enthusiasm across the company.

For questions, please call Jamie Izaks – President, All Points Public Relations – 847-897-7480

About Huddle House

Committed to serving “Any Meal, Any Time,” Huddle House restaurants have become icons in the communities they serve throughout the country by “*Bringing Friends and Family Together, Over Delicious Food, Served from the Heart*”. The core values on which the brand was founded – serving freshly prepared, quality home-style food in a warm, friendly environment that brings the community together – are as true today as they were when it was founded 54 years ago. Today, the brand has more than 400 locations open or in development. Named one of the [Top 200+ Franchises](#) by *Franchise Times* and ranked among *Thrillist*’s list of “[Regional Breakfast Chains that Should Be Everywhere.](#)” Huddle House continues to be adored in each of the markets it serves.

To learn more about Huddle House franchise opportunities, visit huddlehousefranchising.com and for more information about the brand, visit the company website at huddlehouse.com.

About Perkins

Founded in 1958, the Perkins system consists of approximately 342 Perkins Restaurants in 32 states and Canada, of which approximately 100 are company-owned. More information can be found at www.perkinsrestaurants.com.

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