



## PRESS RELEASE

## For Immediate Release

### Perkins Franchisee CyHawk Hospitality Continues to Grow *A Family's Recipe for Success*

**MEMPHIS, TENNESSEE (October 19, 2017)** –Perkins franchisee CyHawk Hospitality, this month opened their sixth location in Iowa at 4045 Hammond Avenue, Waterloo, Iowa. Come November, they will enter the South Dakota market when they introduce Perkins Restaurant & Bakery to the Yankton community at 2216 Broadway Avenue, bringing the total number of units owned and operated by CyHawk Hospitality to 15 restaurants strategically located in Iowa, South Dakota, Nebraska, Kansas, Missouri and Colorado.

Jim Rahfaldt, President of CyHawk Hospitality, began his career with Perkins as a Corporate Regional Manager in 1994. When he decided to become a Perkins franchisee in 2007, he included his sons Nick and Matt in the family business realizing that they had a unique perspective to offer and years of “on the job” training. Nick Rahfaldt, who together with Matt oversees new store development and operations for CyHawk Hospitality comments, “Throughout our childhood, my brother and I were constantly visiting Perkins Restaurants. We witnessed first-hand the exacting standards to which our dad held his restaurants accountable, and the hard work and sheer determination he had to ensure that all guests had the best possible dining experiences. This approach was ingrained in us early on, and is one that we adhere to today. Owning and operating our own Perkins restaurants is a natural extension of our upbringing and personal experiences with the Perkins brand.” In addition to Jim, Nick and Matt, the CyHawk “family” includes Kim

Prowant, Vice President of Operations & Training, and Norvell Houston, Director of Food Quality, who combined, bring nearly six decades worth of Perkins experience to the franchisee's successful equation.

Staffed by nearly 700 full and part time employees, the Rahfaldts' restaurants offer high quality personalized dining with a bakery point of difference. Featuring Perkins' updated design and décor package, each location showcases warm, welcoming dining environments highlighted by an abundant bakery. Perkins' full menu including its famous buttermilk pancakes, unique 3-egg omelets, scrumptious Belgian waffles, fresh salads and signature burgers and sandwiches, plus a wide array of additional breakfast, lunch and dinner offerings are always available.

#### **About Perkins Restaurants & Bakeries:**

Founded in 1958, the Perkins system consists of 392 restaurants in 32 states and Canada, which includes 124 company-owned and operated restaurants and 268 franchised units.

Perkins continues to seek experienced restaurant operators interested in becoming franchise owners in targeted U.S. states and Canadian provinces. 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. Information about Perkins franchise opportunities can be found at [www.perkinsrestaurants.com](http://www.perkinsrestaurants.com), or by contacting Perkins at 901.766.6455 or [franchise@prkmc.com](mailto:franchise@prkmc.com).

Media Contact: [vivian.brooks@prkmc.com](mailto:vivian.brooks@prkmc.com) or 774.452.4270