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Ideas & Trends for the Quick-Service Restaurant

Four Chains Partner to Build Franchise Interest

By Staff Report
19 June 2007

Saladworks, Nathan's Famous, Carvel and Philly Soft Pretzel have teamed up on franchise seminars designed to boost franchise interest. Each of the chains are based in northern New Jersey. Saladworks founder and chief executive John Scardapane said the the "Road Show" has been an excellent opportunity for the chain to network within the industry. "It has given us a chance to take our core values and culture outside of our individual franchise system and into the franchise industry by networking, utilizing and sharing resources," he said. "In Long Island, we had many entrepreneurs reach out to learn more about the industry and our individual brands – so if we educated just one entrepreneur on the potential success of a franchise system, then we certainly succeeded." The chains hope to open a combined 240 new locations in North Jersey within the next five years, and have already taken their seminars to the New York region.