

Convenience and Satisfaction

When people think of quick-service restaurants, they often envision fried, greasy foods with ingredients that include processed chemicals. Eight Turn Crêpe, however, has revolutionized fast-casual dining with its healthy, unique food options and multiple dining experiences.

“There is nothing fried and drenched in oil in our establishment, and we do not use frozen food that we reheat. We want to provide a delicious meal to people using real ingredients, fruits and vegetables,” said Marleen Zhik, president of franchising. Zhik explained that the brand’s menu caters to all palates, with chocolate and sweet toppings available for those who want to indulge and lighter options, like nuts and fruits, for those who want to keep it simple. The menu even boasts signature sauces that are tofu-based and a yogurt-based signature custard that is filled with natural probiotics.

Focused on convenience and satisfaction, Eight Turn Crêpe offers multiple ways for customers to get their hands on these crêpes, resulting in multiple revenue streams.

“Inside one location, a franchisee can benefit from dine-in, take-out, and delivery options. A franchisee can benefit from the ongoing customer base of people walking in and dining inside the establishment while receiving delivery orders through the platforms we work with, such as Grubhub. Another great revenue stream is our catering side of the business. Last but



not least, we offer kids’ crêpe-making classes as an optional add-on to any of our customers who use us to cater their children’s birthday parties,” Zhik said.

In July, Eight Turn Crêpe sponsored a charitable event in New York City that benefited those in need in Ukraine. The brand had an on-site live crêpe station and provided complimentary crêpes for all in attendance.

Zhik explained that the brand is committed to supporting the community. “We believe in building camaraderie among fellow members of the community. We believe in businesses helping other businesses as well as humans helping humans. Community outreach is also essential to being successful at a local level. Reaching out and seeing what you can do to participate in community outreach can only raise awareness to a local franchisee’s business and bring prosperity, and we encourage it,” she said.

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eightturncrepe.com/franchise

