

Restaurants are plotting aggressive franchise expansion. Here's where — and why.

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Susan Grueneberg spoke with *Restaurant Dive* about the rise in restaurant franchising over the past 22 months. "There's a wide swath of the Southeast without a lot of regulatory state laws, so it's easy to prepare your documents and jump right in [to franchising]," said Susan. "If you're in the Northeast ... and definitely out here in California, you're going to have to go through an application and registration process before you could start offering franchises."

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