

Lack of capital, legislative restrictions may impede franchisees in 2022 – Restaurant Dive

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Susan Grueneberg was quoted in *AnonymousBlack* discussing the boom in restaurant franchising over the past 22 months. As the restaurant industry hobbles toward the final months of a second pandemic year, many restaurant franchisors are still betting on strong growth in 2022. That confidence isn't unfounded, experts say, given the significant gains healthy operators secured this year by taking advantage of COVID-19-induced market changes. Perhaps the biggest differentiator between the state of franchising in 2019 and 2021 is distrust of the corporate workplace, which has drawn a larger pool of first-time franchisees, Susan said. "People are like ... I'd rather trust myself and my ability to run a business, and a franchise seems like a logical way to go," she said. "There has been pent up demand, I think, for buying franchises."

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