

## Look Who's Franchising Now: Winter 2022 Edition

Joanna Fantozzi | Dec 20, 2022

### ***D'Lite Healthy on the Go; Phoenix, Ariz.***



D'Lite Healthy on the Go was pioneered in 2007 by husband-and-wife team, Brooke and Chad Knudson, who wanted to create a healthy fast-food concept, which was pretty unheard of at that time. D'Lite Healthy on the Go restaurants feature a coffeehouse, quick-service restaurant with juices, sandwiches, bowls, and salads on the menu, as well as a drive-thru.

"D'Lite Healthy On The Go is known for its guest-first approach and hip atmosphere where restaurant operators pay special focus to handcrafting signature menu items, such as the d'Breakfast Buzz protein shake, which keeps guests coming back on the daily," a representative for the brand said.

Although the six-unit concept began franchising in 2015, the company announced a new franchise development strategy in Aug. 2022 and hopes to open restaurant each quarter over the next five years, with particular emphasis on expanding across Western states and growing outside of Arizona to areas like Washington, Nevada, Colorado, and Oregon.

The average check is \$14-\$15 per customer and restaurant size is flexible, ranging from 1,200-2,500 square feet.

Link: <https://bit.ly/3WLci0o>