



ICSC 2025 – Nothing Bundt Cakes
Brand Deck and Growth Focus



Company Profile

- Founded in 1997, acquired by Roark Capital in 2021
- 700 locations currently active, with another 100 by EOY 2025
- 300+ active franchise commitments 2026 and beyond
- \$1.6M AUV
- 2023 - Franchise Times Winner of Top Franchise to Buy
- 2025 – America's #1 Favorite Restaurant Chain – Technomics
- Only one bakery has closed...ever.

Development Profile

- 270 day target from FA signed to open
- 80 day build out average
- Sophisticated development support – simultaneous approach to real estate/design/arch phase



Preferred Co-Tenants

Key Site Attributes

- 1500-2000 SF
- 17.5' Minimum Storefront width
- 400 Amp electrical service
- 5 parking spaces per 1000 SF
- Maximum signage opportunity
- Strong daytime VPD count
- Street visibility

Demographics - 5-mile radius

- 100K+ HH Population
- 50K+ daytime employees
- \$100K Annual HH income

- Marshalls/Ross
- Ulta
- Target
- Sam's Club/Costco
- HomeGoods
- Pet Specialty Brands

- Lulu Lemon
- Nordstrom
- Patagonia
- Athleta
- Carter's
- The Joint

- Whole Foods
- Trader Joes
- Publix
- Sprouts
- Ralphs/Vons
- Wegman's

- Pure Barre
- Club Pilates
- CorePower Yoga
- LA Fitness
- Soul Cycle
- Equinox
- Orangetheory

- Chipotle
- Cava
- Dave's Hot Chicken
- Starbucks
- Shake Shack
- Jersey Mike's

- DryBar
- European Wax
- Nail Salons
- Massage
- Tanning
- MedSpa



Development Areas and Contact Info

[Nothing Bundt Cakes - Opportunity Pipeline – Google Map](#)

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