*(Yellow text= information to be filled in by the brand)*

**[COMPANY] Named a Top 50 Most Innovative Franchise by Franchise Business Review**

*Independent Research Data Shows Franchisees Are Highly Satisfied with COMPANY’s Innovation and Creativity*

City, State, Date – [COMPANY] was identified by [Franchise Business Review](http://www.franchisebusinessreview.com/) as one of just 50 franchise brands to be named an award-winning franchise in its 2024 report on the [Most Innovative Franchises](https://franchisebusinessreview.com/lists/most-innovative-franchises/).

[Company description here.]

Franchise Business Review, a research firm that performs independent surveys of franchisee satisfaction, provides the only ratings of franchises based solely on actual franchisee satisfaction and performance. Franchise Business Review publishes annual rankings of the top franchises in its [Guide to Today’s Top Franchises](https://franchisebusinessreview.com/page/digital-guides/), as well as guides throughout the year ranking the top franchises in specific sectors.

To identify the companies on the list of this year’s [Most Innovative Franchises](https://franchisebusinessreview.com/lists/most-innovative-franchises/), Franchise Business Review analyzed 18 months’ worth of data from 35,000 franchisees representing more than 365 brands. Franchise owners were asked about their brand’s innovation and creativity as well as their trust in the franchisor, overall satisfaction with the brand, and likelihood to recommend it to others.

“Innovation matters in that it could be what separates the best, most viable franchise opportunities from the rest—a critical factor for prospective franchisees looking for a smart investment,” said Michelle Rowan, president & COO of Franchise Business Review. “The franchises on this list focus on providing franchise owners with the most innovative products, services, and processes to help their businesses stay fresh and grow. We are proud to recognize the brands that prioritize and value innovation to support their franchisees’ success and the long-term resiliency of the brand.”

[COMPANY’s] franchisees were surveyed on 33 benchmark questions about their experience and satisfaction regarding critical areas of their franchise systems, including leadership, training & support, operations, franchisor/franchisee relations, and financial opportunity. [COMPANY’s] survey data showed the following:

[Insert company survey data points highlights]

Insert a quote from a c-level executive at your company regarding the honor.

Visit FranchiseBusinessReview.com to see the full list of the [2024 Most Innovative Franchises](https://franchisebusinessreview.com/lists/most-innovative-franchises/).

**###**

**About** [COMPANY]

Insert boilerplate

**About Franchise Business Review**

Franchise Business Review (FBR) is a leading market research firm serving the franchise sector. FBR measures satisfaction and engagement of franchisees and franchise employees and publishes various guides and reports for entrepreneurs considering an investment in a franchise business. Since 2005, FBR has surveyed hundreds of thousands of franchise owners and over 1,200 leading franchise companies. To read our publications, visit <https://franchisebusinessreview.com/page/digital-guides/>. To learn more about FBR’s research, please visit [www.FranchiseBusinessReview.com](http://www.franchisebusinessreview.com/)

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**Franchise Business Review**

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