

## The Froghead Grill leaps ahead with franchise opportunities

*Special to The Clinton Courier*

With a fun, “Feeling Froggy?” slogan and a quick and tasty menu, The Froghead Grill bounded onto the Clinton scene just over a decade ago, opened a second location in Ocean Springs and is now eyeing new ponds to call home.

The Froghead Grill is looking for qualified franchise partners in its quest to expand in the central Mississippi market.



Restaurant officials say the family-friendly restaurant’s casually Cajun vibe and quick “hop to it, hop through it” service have made it everyone’s favorite lilypad in short order. The flagship Clinton restaurant was recognized as the 2014 Small Business of the Year, and the new Ocean Springs location was honored as 2016 Restaurant of the Year.

“It’s a proven track record,” says The Froghead Grill founder Joshua Welch, whose enthusiasm for the concept and culture drives the expansion. His engineering and communications background, plus experience at the Walt Disney Company, feed into a strong business model for the highly competitive restaurant and hospitality industry.

“We’ve made ourselves more than just an eatery in the communities

we’re in,” Welch says. Happy diners and robust community engagement are hallmarks as he spreads the Froggy way: Live life to the fullest. The Froghead Grill’s legend of mascot Fred the Frog rests on the mix of great food, fun and friends, and the whimsical touches help to make it a magnet for families.

The Froghead Grill’s American eclectic menu focuses on home-made appetizers, sandwiches, quesadillas and wraps, platters and salads, and brings in Cajun flair with po’boys, seafood gumbo, red beans and rice and more.

Earth-toned decor delivers modern comfort and easy flow, with a bayou shanty nod. The price

point and fast-casual service — counter during the day and table side after 5 p.m. — make it a draw for lunch and dinner. In addition to sodas, The Froghead Grill offers craft and local beers (including a few hoppy ones, of course!) as well as the classics.

Welch says that franchise partners through FHG Management can rely on site selection assistance, precision training, backbone and ongoing support from the franchise development team. The Froghead Grill model of 3,000-to-3,500 square feet is adaptable for existing buildings and shopping strip locations.

The franchise will continue to call Clinton home, but looks forward to spreading its happy and hoppy go-lucky Froggy way, “Live life to the fullest,” to other cities.

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