


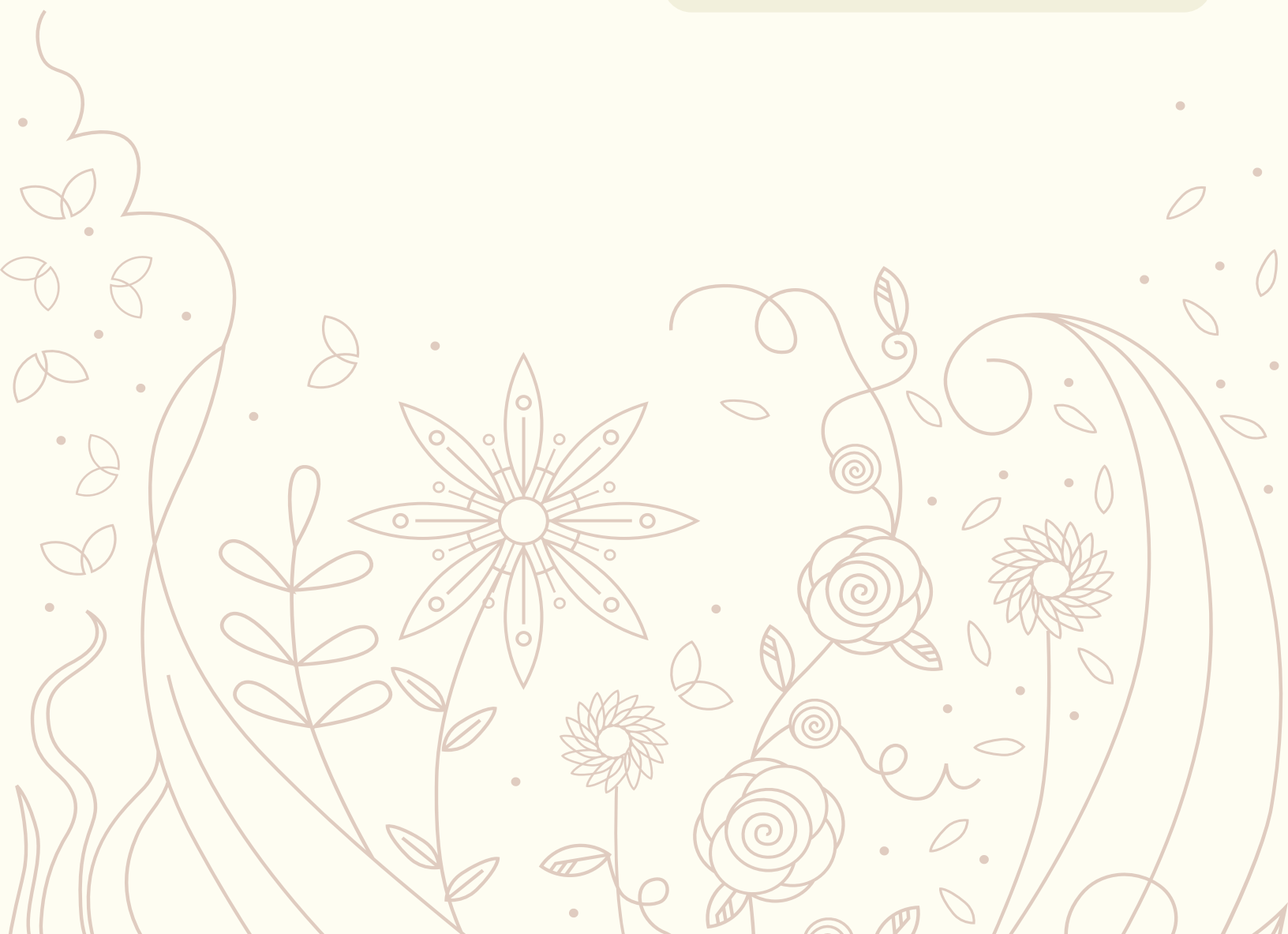
Media Fact Sheet

A photograph of two women in a restaurant setting, both smiling. The woman on the left has dark hair tied up and is wearing a dark grey t-shirt with a brown apron. The woman on the right has reddish-brown hair and is wearing a dark blue t-shirt with a brown apron. In the background, a sign on the wall reads "FOR YOU".

Flourishing
people and
thriving
businesses.

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Company Overview

Thrive Restaurant Group is a family-owned and operated hospitality company based in Wichita, Kansas. With deep roots in the Midwest, Thrive has built a reputation for creating warm, inviting dining experiences across their portfolio of restaurant brands. The company prides itself on a people-first approach, focusing on genuine hospitality, high-quality food, and strong community connections.

Thrive Restaurant Group operates several well-known restaurant brands, including Applebee's franchises, HomeGrown Kitchen, Qdoba, Carlos O'Kelly's and Modern Market, each embodying the company's commitment to excellence and local engagement. With a history of growth and innovation, Thrive continues to expand its footprint while maintaining its core values of integrity, service, and teamwork.

Founded on the belief that great restaurants begin with great people, Thrive Restaurant Group is dedicated to fostering a supportive and enriching environment for both guests and team members, ensuring that every visit to a Thrive establishment is a memorable one.

We've Been Around the Block

We have been serving people and food for over 45 years. Founded by Darrel and David Rolph, we have our roots in the earliest Pizza Hut days, and our values centered on serving and treating people with respect.

The Thrive Timeline



1968

Pizza Hut hits the market and goes public. Darrel Rolph merges his five Pizza Hut stores into the new public company and stays with the company as their National Director of Operations.



1973

Darrel and David Rolph form Sasnak Management Corporation and take their Pizza Huts to the East Coast, opening stores in Virginia, West Virginia, and Florida.



1981

Darrell and David found Carlos O'Kelly's Mexican Cafes in Cedar Rapids, Iowa. From there, Carlos O'Kelley's opened 49 restaurants in 10 states.



1998

Apple Corps, LP is found. The Corporation built nine Applebee's in Iowa and acquired 16 other Applebee's locations in Iowa and Illinois.



2017

Jon and Lauren Rolph found HomeGrown, a daytime eatery restaurant in Wichita, Kansas. The same year, Nigel POS was launched and opened.



2018

Sasnak becomes Thrive Restaurant Group, and Jon Rolph forms Legacy Apple, LLC. During this time, the group acquired eight Applebee's locations in South Dakota, Iowa, and Nebraska. Later that year, eight more Applebee's locations were acquired in Tennessee and Kentucky.



2019

Jon and Lauren enter the dessert space by opening Peace, Love & Pie, which later evolved into the opening of Bakesale in 2022.



2022

Thrive Restaurant Group acquired 69 Applebee's locations in North and South Carolina and entered a new acquisition, acquiring 3 Modern Market Eateries in Austin, Texas.



2025

Thrive Restaurant Group signed a development agreement to open 30 Qdoba restaurants throughout North Carolina and South Carolina.

The Ingredients to Our Success

Our Values

Committed to our values, no matter what.



Respect

Respect is the basic notion that everybody is somebody — not a function, cog, or disposable. Each and every person matters. We show respect when we anticipate needs and meet them, when we ask questions, when we give feedback and recognition, and when we see and develop the potential in ourselves and others.



Relationships

Relationships are foundational to our well-being as humans. We were built for connection. Those with healthy relationships are happier, more engaged, and more productive, not just at work but in their personal lives as well. To promote healthy relationships, we approach everyone from a place of trust, we strive to be excellent to each other, we give and ask for forgiveness, and we keep short accounts. We want you, in all areas of your life, to be better off for your time with us — relationships included.



Results

The Results we're after are Flourishing People and Thriving Businesses. We view those as mutually inclusive. A thriving business is the best way to help people flourish. And flourishing people are how we want to create a thriving business. To get results like that, we need you to bring your best ideas to work, your personality, your positivity, your eagerness, and your hopefulness. We want you to make things better.

Our Beliefs

Motivating our every move.

We believe that everybody matters, wants to make a difference, and that the experience of work can enrich people and contribute to their flourishing in life. That belief is embodied in our invitation and lived out in our values and mindsets. Flourishing requires an environment where people feel safe and experience positive emotions, encouraging people and engaging work. We strive to create a work environment where everyone can flourish and reach their potential.

Our Mindsets

Staying focused on what's important.

Standards and policy manuals are great for teaching and learning how systems and processes are supposed to work but fall short in many areas of human care. That's why we have shared Mindsets that give us the freedom and responsibility to lead and create desirable experiences in every interaction we have. Our Mindsets are: Focus on the Guest Experience, Create Advocates, Master the Fundamentals, and People are our Legacy. Using these mindsets helps us embrace, adapt and inform our decision making so we can deliver the highest level of care and hospitality to each other and our guests.

The Facts Behind Our Flavors

Founded in
1975

200+ Restaurants

8000+ People

Headquartered in
**Wichita
Kansas**



19
States

Restaurant Brands

139+ Applebee's

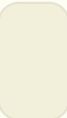


1 Bakesale



13+ Carlos O'Kelly's

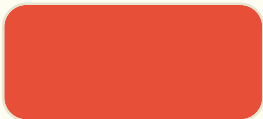
11 HomeGrown +4 on the way



30 Modern
Market Eatery



Qdoba Coming Soon
in 2025



Our Leadership



David Rolph
Founder & Chairman



Jon Rolph
CEO
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Greg Stroud
President – Thrive Restaurant Group
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Mike Coffey
President – Applebee's, Carlos
O'Kelly's, & Qdoba
[!\[\]\(56a0c27fc5a65d83acda885e13db3bed_img.jpg\)](#)



Robin Robison
President – Modern Market
& HomeGrown
[!\[\]\(ba8916bb669320b52cc7f830a39149b9_img.jpg\)](#)

Our Brands



Applebee's

An American Staple.

As one of the world's largest casual dining brands, Applebee's is a go-to dining destination in neighborhoods throughout the United States and abroad. From our very first restaurant in Decatur, Georgia to more than 1,500 locations and 11 countries and territories today, Applebee's guests can count on Eatin' Good in the Neighborhood™.

[Learn more →](#)

Bakesale

Everyone Loves a Bake Sale.

Bakesale Treat Parlor is a premium dessert shop and bakery featuring classic favorites and unexpected treats. Led by our Pastry Chef, our team of bakers create all our specialties in the heart of Wichita. When the science of baking meets the joy of tasting, you're in for a real treat.

[Learn more →](#)



Carlos O'Kelly's

Inspired Mex.

Carlos O'Kelly's started serving inspired Mex in 1981. From that time we served our first guest in Marion, Iowa, all the way to last evening's birthday celebration in Wichita, Kansas, we want to bring a little joy by helping you connect with friends around delicious food in a fun atmosphere. This Mexican food restaurant that started out with an Irish name might sound quirky, but the Mexican food is legendary.

[Learn more →](#)



HomeGrown

Cultivate Kindness.

HomeGrown is a breakfast, brunch, and lunch daytime eatery serving locally-sourced dishes and a mission to cultivate kindness. From traditional breakfast to brunch and lunch favorites, HomeGrown believes a little kindness can change everything. Cultivate Kindness.

[Learn more →](#)



Modern Market Eatery

So Fresh & So Clean.

Modern Market is a natural food eatery featuring classic favorites and unexpected delights. We say YES to real, whole, sustainable ingredients you can recognize and pronounce, using organic and local options whenever possible. We say NO to artificial flavors and colors, hydrogenated anything, trans fat, hormones, antibiotics, or funky additives. Our team, made up of farmers, ranchers, and chefs—not food scientists—crafts every dish inspired by the bright, colorful, and flavorful fare of the farmer's market. Everything is made from scratch all the time because it just tastes better that way. Some items are familiar, some are exotic, but all taste amazing.

[Learn more →](#)



Qdoba

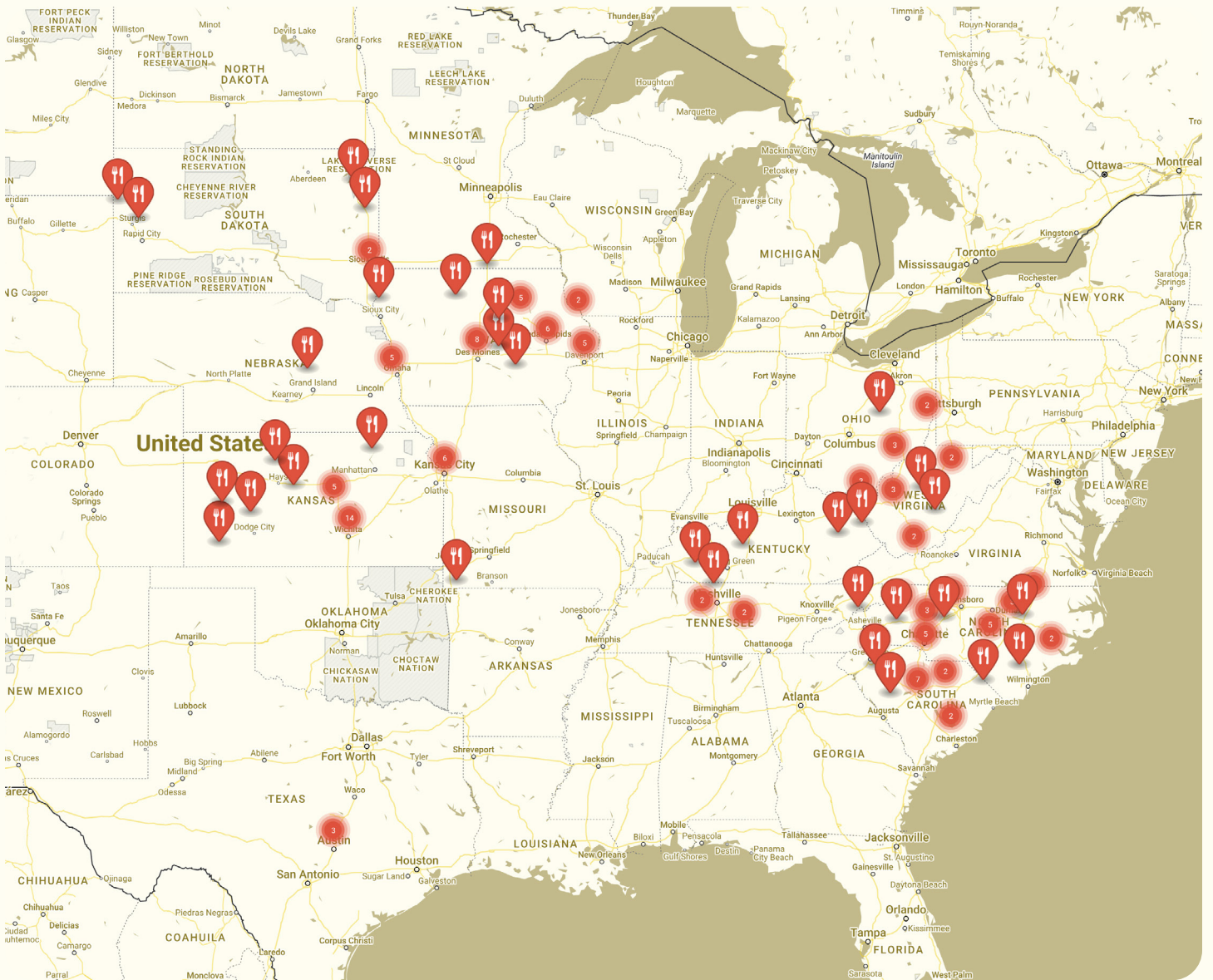
Discover the Flavor of Qdoba.

At Qdoba, we believe that flavor inspires flavor, and our mission is to make the world a more flavorful place. We celebrate our guests by offering fresh, high-quality ingredients that you can turn into a culinary masterpiece. Whether it's a burrito bursting with bold flavors or a taco loaded with your favorite toppings, your creativity makes every meal unique. Thank you for inspiring us to bring our A-game to your communities and to you. Together, let's continue to create delicious, unforgettable experiences that bring people together.

[Learn more →](#)



A National Presence



Store Locations

Visit one of our locations!

From Wichita to the coast, Thrive Restaurant Group proudly serves communities across the country with hospitality at heart. Whether you're craving an unforgettable dining experience at one of our crafted concepts or looking for a familiar favorite with friends and family, our doors are open and ready to welcome you.

Embracing our community and its surroundings.

Philanthropic & Community Work



Our Commitment

Serving where we live and work.

Thrive has a long history of generosity in the communities and guests we serve. From the very beginning, Darrel and David Rolph embodied a care for people that shaped our company and the cities where they lived. Our hope is to build on this legacy of hope and continue to invest in and support communities across the country.

When we serve together, our communities transform. If you'd like to partner with Thrive or would like to request a donation, use our online form at www.thriverestaurantgroup.com/contact to begin the process.

Philanthropic Work

Making a mark in our communities.

✓ Food Insecurity

We love people through food and believe our work can help alleviate food insecurity nationwide. We actively pursue opportunities and innovations to support efforts addressing food insecurity, food deserts, and sustainable agriculture to nourish our communities.

✓ Early Childhood Development & Literacy

We know that thriving communities are built on the stability and support of families, children, and education. Our restaurants foster celebration and connection, and we actively support non-profits that invest in these areas nationwide.

✓ Transforming the Hospitality Industry

Our people are our legacy, and everyone can make a difference. We invest in city engagement, non-profit partnerships, second-chance employment, and opportunities for those with intellectual or developmental differences.

List of Charity Partnerships



Press Contacts & Social Media Channels



Thrive Restaurant Group

For any media or press related concerns, please contact:

✉ press@thriverg.com

[Download our media kit & assets](#) →

Social Media Channels

📷 [thrivrestaurantgroup](#)

f [Thrive-Restaurant-Group](#)

in [thrivrestaurantgroup](#)



Applebee's

📷 [applebees](#)

f [applebees](#)

in [applebee-s-legacy-apple](#)



Bake Sale

📷 [bakesaletreatparlor](#)

f [BakesaleTreatParlor](#)



Carlos O'Kelly's

📷 [carlos_okellys](#)

f [carlosokellys](#)

in [carlos-o'kelly's](#)



HomeGrown

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Modern Market

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