

A portrait of Samantha Rincione, a woman with long brown hair, smiling. She is wearing a black polo shirt with a small logo on the left chest and a gold chain necklace. The background is blurred.

Cover Story

Defining the journey of Franchising with

Samantha Rincione

Samantha Rincione
Founder / CEO / COO
CRAVE Franchising LLC



Summary

Success is the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful, a perfect saying by Herman Cann stays apt while we learn the journey of Samantha Rincione as an entrepreneur, wife and an inspiring mother.

Samantha Rincione ventured into franchise business when there was at the time, a lot happening across the globe. Franchise business took a spotlight a decade before she thought of stepping in, however her influence in the industry hasn't gone unnoticed, in fact it's been very noticed. It is a positive approach and attitude along with her persistence that make her 'The Woman of Substance' that she is known as today.

Samantha has been an integral force in the franchising sector for many years. Samantha was a founding partner of Emerging Franchises, a franchise development firm, which developed and built franchise companies from the ground up, specializing in emerging brands. Emerging Franchises was responsible for creating franchise operations systems and growing brands from one and in some cases hundreds of units. The company would assist brands in becoming franchisable, and then take them to the next level.

Franchising models require high level of attention to detail no matter how big or small and maturity and that comes only from an experienced franchise expert. Samantha, as Co-Founder and CEO of Crave Hot Dogs and BBQ, has very well defined her role in the franchise sector by overseeing the day-to-day operations of her staff, as well as all the systems and processes that are currently in place. Samantha has in fact, created many of the systems they use today that have helped bring the company to the next level. Ensuring a smooth flow in business operations, she has worked on a model that can be beneficial to the Crave Corporate team and franchise owners alike. She has been an influential mentor by forming a streamlined and steady business model with top notch systems.

Franchising involves two main key aspects to make a brand successful, expansion and operations. These aspects are then formulated into other aspects of the business. While Samantha was working on formulating plans of expansion and operations with her partner and husband Sal, she had already sketched a master plan of franchising worldwide. Once Samantha and Sal took that leap, there was no turning back. With each growing day, she promised to deliver more and more growth with a smile on her face. The success that Crave Hot Dogs and BBQ has currently is proof that these systems worked and made a difference in the franchise industry.

Achieving Milestones

Entering a highly competitive industry is never easy. Crave is able to be successful because of Samantha and Sal's passion which draws an inspiration to many in the franchise industry. Samantha being recognized as a woman of substance by taking an idea of a concept, to growing a successful chain of stores across the United States. Today, she is successfully the Co-founder and CEO of Crave Hot Dogs and BBQ and the founder of Crave Saves. A non-profit organization which works to bring prevention to child trafficking through awareness. Through existing and future Crave restaurants, money will be raised for the cause which will be donated to Crave Saves Inc.

Since its founding Samantha and Crave have been awarded and recognized numerous times. Crave was awarded for 10 hottest franchises 2020, 20 most reputable companies 2020, top 100 Mover and shaker twice, best southern, BBQ

franchise 2020 and a FRAN-TASTIC 500 brand 2 years in a row. Samantha Rincione has been awarded Top inspiring woman leading franchise industry 2021, Top 50 Women of Wonder and a top leader in the franchise industry 2020. She was even recognized by QSR Magazine as an excellent operator and received the MVP influencer award in 2014 when she was the largest multi-unit franchisee for Red Mango Yogurt and Smoothies.

On winning FRAN-TASTIC 500 Alesia Visconti, CEO of FranServe Inc. mentioned officially on their social media handle applauding their spirit and passion for food, "Franchising is a way for many people to be an entrepreneur and be their own boss. A brand that makes our annual "FRAN-TASTIC 500" list demonstrates that it goes above and beyond the norm in helping people fulfill their dreams of business ownership through franchising! It's a brand that sets itself apart!"





The Journey

Samantha and her husband, Sal chose the path to success with Crave Hot Dogs and BBQ. Sal has years of experience in development of restaurants, particularly in the franchise sector. His expertise is in the real estate and development of new locations and ensuring the restaurants are built on time and on budget.

Formerly, Sal was the CEO of Ufood Grill, vice president of development for Red Mango Yogurt and Smoothies as well as vice president of operations for Five Guys Burgers.

Samantha was formerly the largest multiunit franchisee for Red Mango yogurt and smoothies on Long Island NY, owning and operating all units as well as a founding partner of Emerging Franchise's.

The Growth Perspective

While leading an organization, it is essential to identify and discover the growth perspective with a balanced equation periodically. This is one of the reasons Samantha as CEO, personally oversees the day-to-day activities that ensure Crave is running to its full potential.

She has defined her journey with immense grace and vision. Samantha also encouraged new talents and was never confined to the traditional system of working, rather, looked upon the unconventional ways to set up new projects. She encouraged entrepreneurs in many ways. In accordance, Samantha founded and envisioned the scope

Crave, that started with a concept built by Samantha and Sal is today known for its extra ordinary menu and beautiful modern rustic design. The brand currently has 30 franchisees with a mix of restaurants and food trucks. “We strive to give our customers not only excellent food but a fun experience they will remember.” Elaborates Samantha Rincione.

Crave features a self-serve beer wall with anywhere from 18-32 taps, a delicious menu with all beef hot dogs grilled to perfection, BBQ dishes and desserts. Of course, there are sides and apps as well. Many of the locations feature outdoor patios with firepits, games and more. Locations can even have drive thrus and more!

towards upcoming franchise models; a company, which would help emerging franchises, correct their business models and assist in their growth plans, redesigns, planning and more.

The next big thing that lies on their mind is unraveling the experience of street with food trucks. Elaborating on this she, explains, “We have launched a food truck model and are excited for our expansion and plan to have 100 location open and 25 trucks on the road in the next 3 years.” Samantha has left no stone unturned to serve the best to the country.

A word of advice by Samantha

Don't ever give up, there will be high highs and very low lows and its not easy. But if you have a dream and you have a vision don't ever give up and see it through, it is absolutely worth it!

Inspired and Getting Inspired

The utmost motivating factor for me is my kids. It is indeed surprising to learn how they understand and respect the worth of our hard work. In fact, they help us with design or menu items and they are so proud to tell their friends about the Crave brand. At a tender age of 7,5, and 2 that means a lot. As parents, we want to give our kids a legacy and something that we worked for that they can continue on with and they have been a part of since the beginning.

Samantha Rincione is an example of a successful entrepreneur with great thoughts and more than that a brave heart!!! TBE

