

Billy's Downtown Diner Signs First Restaurant Lease in Evansville, Indiana

Brand Reaches Major Development Milestone as Construction Planning Begins for Flagship Midwest Location

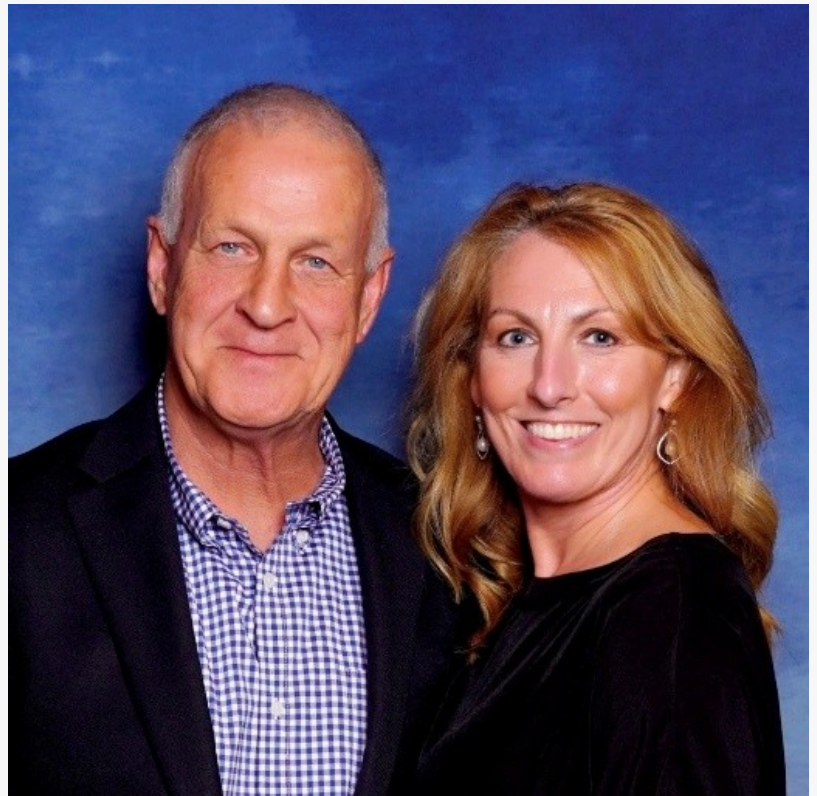
BETHLEHEM, PA, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- Billy's Downtown Diner®, the not your ordinary diner®, has reached another significant milestone in its national franchise expansion with the execution of the lease for its first franchised restaurant. The new Billy's Downtown Diner will be located at 5301 Pearl Drive, Suite 200, Evansville, Indiana, marking the official beginning of construction for the brand's flagship Midwest location.

The new Billy's Downtown Diner will be strategically located along Evansville's highly traveled West Lloyd Expressway retail corridor, one of the city's premier commercial destinations. Situated on Pearl Drive, the restaurant offers excellent visibility and convenient access from West Lloyd Expressway, which carries more than 33,000 vehicles per day. The site is surrounded by national retailers, restaurants, banks, and other daily-use businesses,

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Paul & Kelly Snider



Paul and Kelly Snider, Regional Developers for Billy's Downtown Diner

placing Billy's at the center of one of the region's strongest retail trade areas. The location also benefits from its proximity to the University of Southern Indiana and major shopping destinations, creating a steady mix of local residents, students, professionals, and visitors throughout the week.

The restaurant will be owned and operated by regional developers Paul and Kelly Snider, veteran multi-unit

restaurant operators who spent more than 30 years owning and operating McDonald's restaurants throughout the Evansville market, along with James Wittman their general manager. Earlier this year, the Sniders became Billy's first Regional Developers, securing the rights to develop ten restaurants throughout Evansville, Indiana, Owensboro and Bowling Green, Kentucky, and the surrounding region.

The lease signing represents the transition from franchise development to restaurant development as the team

prepares to bring Billy's signature breakfast, brunch, and lunch experience to the Evansville community. "The signing of this lease is an exciting milestone for our family and for Billy's Downtown Diner," said Paul and Kelly Snider. "We have spent decades serving the Evansville community and believe Billy's offers something truly different. We're looking forward to introducing guests to an elevated diner experience built around fresh ingredients, scratch-made recipes, and exceptional hospitality."



Founded in 2000 by Billy and Yanna Kounoupis, Billy's Downtown Diner has earned a loyal following throughout Pennsylvania by redefining the traditional diner experience. With two successful corporate locations, the concept has built its reputation on chef-inspired cuisine, fresh ingredients, modern décor, and genuine hospitality.

"Signing the lease makes this opportunity real," said Billy Kounoupis, Founder of Billy's Downtown Diner. "For years we've dreamed about sharing what we've built beyond Pennsylvania. Watching our first franchise location move from planning into development is incredibly rewarding. Paul and Kelly are exactly the kind of operators we envisioned representing our brand, and we can't wait to welcome Evansville guests through our doors."

The approximately 3,000-square-foot restaurant will feature Billy's signature modern diner atmosphere while serving the expansive menu that has made the brand a destination for breakfast, brunch, and lunch enthusiasts. Construction planning is now underway, with additional announcements regarding groundbreaking and opening dates expected in the coming months.

"The lease signing is another validation of the strength of the Billy's franchise model," said Dr. Ben Litalien, CFE, Chief Development Officer. "Finding the right franchise partner was our first priority. Securing the right location was the next. This restaurant will serve as the flagship for an exciting period of regional growth, and we believe it will showcase why Billy's Downtown Diner is positioned to become one of the country's premier breakfast, brunch, and lunch franchise

opportunities."

Billy's Downtown Diner continues to seek qualified Regional Developers and franchisees throughout the United States. The franchise system combines an established, proven restaurant concept with comprehensive training, operational support, proprietary technology, and a turnkey marketing platform designed to help franchise owners successfully launch and grow their businesses.

For more information about Billy's Downtown Diner franchise opportunities, visit billysdowntowndinerfranchise.com or contact Dr. Ben Litalien, CFE, at benl@bddfranchise.com.

About Billy's Downtown Diner:

Billy's Downtown Diner has been serving guests since 2000 with locations in Bethlehem and Easton, Pennsylvania. Known as the not your ordinary diner®, Billy's combines scratch-made cuisine, fresh ingredients, creative menu offerings, and genuine hospitality to create an elevated breakfast, brunch, and lunch experience. The restaurant has become a beloved destination for both locals and visitors while maintaining a strong commitment to community involvement and culinary excellence.

About Billy's Diner Franchising:

Billy's Diner Franchising offers both individual restaurant franchise opportunities and Regional Developer territories throughout the United States. Regional Developers establish a flagship restaurant within their territory before expanding through additional company-owned and franchised locations. Billy's provides franchisees with comprehensive training, operational systems, marketing support, and ongoing business coaching designed to help entrepreneurs build successful, community-focused restaurants.

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