

Perkins and City of Dixon Bring Growth Opportunity with Land Deal

Limited-time offer to build and open new family-dining restaurant in Lee County

DIXON, IL, UNITED STATES, August 19, 2026 /EINPresswire.com/ -- The City of Dixon in partnership with [Perkins Restaurant and Bakery](#), is offering a deal for entrepreneurs looking to be part of the leading family-dining concept. The City is contributing an incentives package including reduced

taxes on the site, among other incentives for the future development of a Perkins restaurant and Perkins is offering a reduced royalty fee for the franchisee.



"The citizens of Dixon and visitors are requesting a good sit-down restaurant in our tollway area," said Mayor Glen Huges. "I believe Dixon & Perkins would be a very good fit, because I have been a customer of Perkins, at multiple locations, for about 50 years."

The new owners will receive an incentive package of reduced taxes on ready-to-build land, and incur the buildup and other related costs to operate the business. The site will have electric, water, and sewer hookups. The brand offers flexible designs to fit the needs of each franchisee.

"Dixon is known as a peaceful and tight-knit community, offering the perfect setting for a family-friendly establishment like Perkins, where we offer hearty homestyle meals with friendly service," said [Peter Ortiz](#), Chief Development Officer for Ascent Hospitality Management, parent company to Perkins Restaurant & Bakery. "This is an exciting opportunity to share an iconic and beloved brand and contribute to the vitality of the local area."

Since 1958, Perkins has built its reputation on friendly service and classic comfort dishes at a great price. The brand continually refines itself through innovation, which serves as a competitive strength for franchisees seeking a scalable, well-supported business model.

In recent years, Perkins has undergone significant growth and evolution, including updates to

the menu, design, and overall guest experience. Each of these changes align with today's consumer expectations, while remaining rooted in the warm hospitality that has defined Perkins for generations.

Expanding Presence

Perkins is growing. In FY 25, the brand achieved record-breaking franchise signings, with active development underway in both new and existing markets. Building on its footprint of nearly 300 company-owned and franchise locations across the U.S. and Canada, Perkins projects to open new locations in FY 26, a signal of the momentum behind its national expansion strategy.

Driving that growth is the Perkins Franchise Development team, which partners with franchisees at every stage, from site planning to opening day and beyond. Franchise partners gain access to hands-on support in operations, marketing and other essential resources designed to set them up for long-term success.

If you are interested in exploring more about the Dixon property, contact Richard Jordan at RJordan@ascenthm.com for details and qualifications. Restrictions may apply. To learn more about franchising opportunities with Perkins Restaurant & Bakery, visit <https://perkinsfranchising.com>.

About Perkins Restaurant & Bakery

Perkins Restaurant & Bakery has been a beloved family dining destination for more than 65 years, known for its all-day breakfast, hearty meals, and fresh-baked pies made daily. Perkins serves up American classics of yesterday that meet the tastes of guests today, generously portioned and priced just right. With locations across the U.S. and Canada, Perkins continues to serve up classic comfort food and moments that matter.

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