

Surcheros Continues Growth Momentum, Sets System Sales Record

ATLANTA, GA, UNITED STATES, August 25, 2026 /EINPresswire.com/ -- [Surcheros](#), the community favorite known for bold flavors and Southern hospitality, continues to build momentum in 2026. The company welcomed four new restaurants, and is planning two new sites, adding to the systemwide footprint of nearly 50 locations across Georgia, Florida, South Carolina, and Tennessee.

**SURCHEROS****FRESH MEX[®]**

Georgia Grown and Strong

The Georgia-based company expanded its footprint with new locations in Woodstock (Hickory Flat), Augusta, Lake Oconee (Eatonton), and Perry. More recently, it reopened its Waycross location, bringing the total number of locations in Georgia to 37.

Each recent opening was met with strong community turnout, including guests who camped by the door to be among the first to order on opening day, reinforcing the brand's growing presence and popularity throughout its home state.

More is in the pipeline for Surcheros, with a third location in Tallahassee, Florida, slated to open. The north Florida market is a proven example of Surcheros' strong presence in college communities, with Florida State University, Florida A&M University, and Tallahassee Community College located within its service areas and contributing to its growth.

"I still remember opening the doors on day one, not knowing what would come of it. Watching that single idea turn into a company operating across four states is a feeling I don't think ever gets old," said [Luke Christian](#), founder and CEO of Surcheros.

Setting Record System Sales

The brand's growth has been matched by a standout performance at the register in May.

Surcheros generated \$302,335 in systemwide sales during its Cinco de Mayo promotion, marking the highest single-day sales total in company history. Average sales per restaurant climbed 8 percent year-over-year, from \$6,234 on Cinco de Mayo 2025 to \$6,719 in 2026, a \$485 increase per location.

Surcheros is also earning national recognition for its performance. This year, the brand was named to 1851 Franchise's 2026 Fastest Growing Emerging Franchises list, 2026 Fast Casual Top 100 Movers & Shakers, and was a finalist for the Franchise Times Zor Award: Top Mexican Franchise.

Surcheros closes out the first half of 2026 with strong results from new locations and record-breaking sales to national recognition, reflecting the brand's continued upward trajectory.

"Our franchisees are integral to our growth, and we look forward to building on this incredible momentum we've generated together this year to drive us toward a future with more opportunities and achievements," said Christian.

For more information about Surcheros, including franchising opportunities, visit [Surcheros.com](https://www.surcheros.com).

About Surcheros

Luke Christian launched Surcheros in 2007 with a simple formula in mind: combine bold Tex-Mex flavors with the Southern hospitality of his youth. Each meal is custom-made to order. Guests can build burritos, tacos, burrito bowls, quesadillas, salads, and more by choosing from freshly grilled meats and a wide selection of toppings and signature sauces. The family-friendly menu also offers meals for the Lil' Ones with their kids menu and catering options for groups of 10 or more.

Interested in joining the Surcheros family? Learn more at www.surcheros.com/franchising.

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