

Portrait of a New Jersey Restaurant Owner



George Ebinger Owns and Operates an IHOP Franchise in BARNEGAT, N.J.

Hello, my name is **George Ebinger**

- Owns and Operates an IHOP Franchise in BARNEGAT, N.J.
- Has Worked in the Restaurant Industry Since 1969 and Opened His First Restaurant in 1992.
- Employs 125 People

“Many of my employees start with me and pursue their education - lawyers, nurses, school teachers and food service professionals.”

New Jersey Restaurant Industry At A Glance

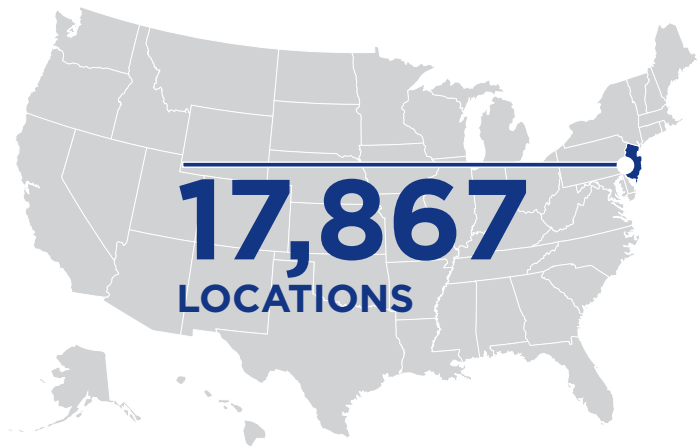
322,300 New Jerseyites

In 2014, restaurants account for **322,300 jobs in New Jersey** — 8% of employment in the state.

Every **\$1 Million Spent**

in New Jersey’s restaurants generates an additional **22.0 jobs in the state.**

In 2012, there were **17,867 eating and drinking places** in New Jersey.



Industry Facts



AVERAGE PROFIT MARGIN ON \$6 MEAL



90% of Restaurants are Independent or Franchises



1 in 3 Americans Begin Their Working Careers in the Restaurant Industry



1 in 2 Adults Have Worked in the Restaurant Industry