

Our Story

Muscle Maker Grill has Signed Development Agreements for 135 Stores

- as of January 2009

At the age of 18, Rod Silva began working-out and bodybuilding. He learned that 80% of the result of exercise is eating the right food and he could not find any restaurant that had the correct nutrition he required. Having come from a family of great cooks, he began creating recipes that taste great and are nutritious as well.

On December 8th of 1995, Rod opened the doors to a protein smoothie store in Colonia, New Jersey. The store also carried a line of Sports Supplement products. Rod was 23 years old, still exercising and working out more than ever. While running the smoothie store, Rod would bring his food for lunch and dinner. Customers would smell the delicious aroma and would ask if they could buy the food. Rod started cooking extra and began selling tasty meals to his customers.

From the beginning menu of Home Cooked Chicken Wraps, Grilled Chicken Breasts, and Awesome Turkey Breast Meatloaf along with a \$15,000 loan on his Nissan Maxima, Muscle Maker Grill was born. As they say, the rest is history.

Rod has continued his quest to serve "Great Food With Your Health In Mind". While he initially started the restaurant with the body builder nutrition in mind, it has become apparent that there is a huge void in the market place for all types of people who are looking for a nutritious alternative to the fatty fast food restaurants. People want to do something good for their body while enjoying a great tasting meal.

As in the beginning, it was the customer who demanded that Rod start selling his great tasting food. Now, once again, the customer is demanding that Rod start franchising.

Founder Rod Silva with his children and Victor Martinez, Arnold Classic Winner and **Muscle Maker Grill** Franchisee at the Scotch Plains, New Jersey grand opening.

Seeking
1,500 –
2,500 SF
Locations

Submit to Exclusive Agent:
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Great American Brokerage
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