Protein Bar seeks franchisees for growth spurt

Protein Bar & Kitchen is launching a franchise push, hoping to grow its footprint to 100 stores open or in development in the next three to four years.

The Chicago store will be Voodoo’s 21st location and its first in the Midwest. Protein Bar & Kitchen is launching a franchise push, hoping to grow its footprint to 100 stores open or in development in the next three to four years.

Protein Bar began as a single store across the street from Willis Tower in 2009. It is to electric cars what the 911 is to sports cars.

Before the pandemic, its bread and butter was serving Loop office workers grabbing wraps and salads. A previous version of this story used an incorrect figure for the one-time franchise fee.

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