



Since opening its first doors in 1958 in Culver City, California, Sizzler has built a global legacy as the go-to destination for fresh, flavorful, and value-driven Western dining. What started as a modest steakhouse quickly evolved into a globally recognized brand, thanks to its signature “all-you-can-eat” Salad Bar — a colorful spread of crisp salads, hearty soups, pastas, fruits, and indulgent desserts.

But Sizzler is more than just the Salad Bar. It’s a place where guests pair their greens with perfectly grilled steaks, fall-off-the-bone ribs, tender seafood, and other à la carte favorites — all made to order, using premium ingredients. With its unique ability to balance health-conscious choices with satisfying indulgence, Sizzler appeals to families, groups, and young professionals alike.

Rooted in a farm-to-table philosophy, Sizzler emphasizes locally sourced ingredients wherever possible, reinforcing its commitment to quality and sustainability. The brand’s broad appeal, operational efficiency, and decades-long customer loyalty make it an ideal franchise opportunity for partners looking to bring a beloved Western dining experience to new markets.

