

Amazon #1 Best Seller From Frat House to Franchising Reveals the Story Behind Building Wing Zone from a \$500 Startup



THE WING ZONE STORY

FROM **FRAT HOUSE** TO **FRANCHISING**

BY MATT FRIEDMAN

Marietta, Georgia Aug 7, 2026 ([IssueWire.com](https://www.issuewire.com)) - Matt Friedman's entrepreneurial memoir reaches Amazon #1 Best Seller status while sharing the lessons behind transforming a college business into an international franchise brand.

Matt Friedman's new book, *From Frat House to Franchising: The WING ZONE Story*, has achieved **Amazon #1 Best Seller** status, marking a milestone for the entrepreneur whose journey began with just \$500, a borrowed kitchen, and a simple idea.

Long before food delivery apps transformed the restaurant industry, Friedman recognized that college students wanted great food delivered late at night. While attending the University of Florida, he launched a wing delivery business from his fraternity house—an idea that would eventually grow into Wing Zone, an international franchise brand with more than 140 locations across the United States and six countries.

Part memoir and part business playbook, *From Frat House to Franchising* offers an honest look at the realities of entrepreneurship. Drawing on 27 years leading Wing Zone, Friedman recounts the challenges behind the company's growth, from securing financing and overcoming operational setbacks to building franchise systems, expanding internationally, and making difficult leadership decisions. Rather than focusing only on success, the book explores the persistence, adaptability, and resilience required to build a business that lasts.

The book also introduces Friedman's WINS framework—**Your Why, Innovation through Learning, Never Give Up, Success**—a philosophy shaped through decades of experience navigating both opportunity and adversity.

"This book is about resilience, taking risks, and turning challenges into opportunities," said Friedman. "I hope readers find inspiration and practical lessons they can apply to their own journeys."

While the story centers on Wing Zone, its lessons extend far beyond the restaurant and franchise industries. Friedman explores the importance of purpose, continuous learning, disciplined execution, and surrounding yourself with the right people, sharing that sustainable success is built through consistency rather than shortcuts.

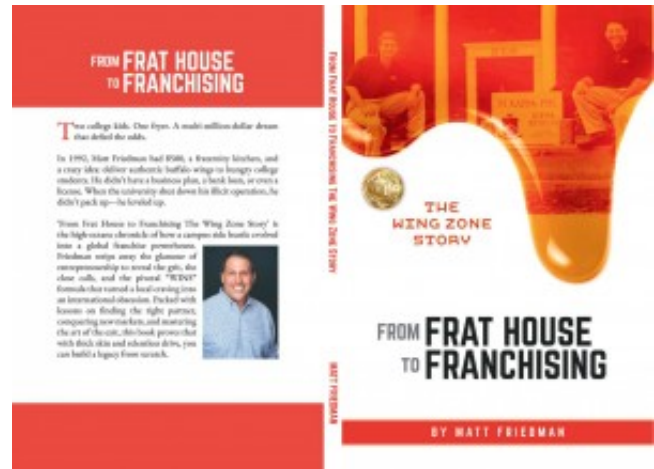
Following his successful exit from Wing Zone, he founded Friedman Consulting, where he advises founders, CEOs, and franchise brands on building scalable franchise systems and sustainable growth strategies. He is currently the CEO of Epic Wings, a 33-unit restaurant brand based in San Diego, CA.

About Matt Friedman

Matt Friedman is the co-founder and former CEO of Wing Zone, the restaurant franchise he helped build from a college startup into an international brand with more than 140 locations across the United States and six countries. As Managing Partner of Friedman Consulting, he helps entrepreneurs and franchise organizations develop scalable businesses, strengthen leadership, and accelerate long-term growth.

From Frat House to Franchising: The WING ZONE Story is available on Amazon at:

<https://www.amazon.com/Frat-House-Franchising-WING-Story-ebook/dp/B0H31JF549/>



Media Contact

Authors On Mission

*****@authorsonmission.com

447 Broadway, 2nd Floor Suite #2056, New York, USA

<https://authorsonmission.com/>

Source : Friedman Consulting LLC

[See on IssueWire](#)