5 Green Franchises For Eco-Focused Entrepreneurs

Going green isn't just a marketing ploy for these franchises – it's integral to their systems and how they function day-to-day. These brands go above and beyond to ensure their businesses are sustainable, eco-friendly and consider the environmental impact in everything they do – all the while continuing to grow and thrive in their markets.

Shuckin' Shack Oyster Bar

Shuckin' Shack Oyster Bar, the seafood franchise with a "hole in the wall" vibe, has been committed to sustainability since day one. The brand works with sustainable fisheries across all locations to ensure all products are high quality and ethically sourced. "We believe it's the right thing to do, regardless of whether anyone's watching us," says Jonathan

Weathington, Shuckin’ Shack CEO. “For us, the sustainability aspect is very altruistic. It’s just part of who we are as people.” Shuckin’ Shack has numerous initiatives to guarantee that the franchise does right by America‘s oceans. In collaboration with the Plastic Ocean Project and Surf Rider Foundation, 10 Shuckin’ Shack locations are certified as Ocean Friendly Establishments, with all locations expected to be certified by the end of 2022.

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