



2022

Notice of Annual Meeting
&
Proxy Statement

45 Ottawa Ave SW, Suite 600
Grand Rapids, MI 49503

MERITAGE HOSPITALITY GROUP INC.
NOTICE OF ANNUAL MEETING OF SHAREHOLDERS
To be held May 17, 2022

April 18, 2022

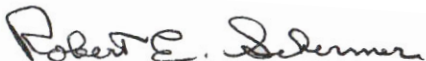
Dear Shareholder:

We invite you to attend our Annual Meeting of Shareholders at 9:00 a.m. Eastern Daylight Time on Tuesday, May 17, 2022. The Company is hosting the Annual Meeting virtually via a live audio webcast. To attend the Annual Meeting via the Internet, please visit <https://web.lumiagm.com/252500468> (password: meritage2022) and enter the control number which appears under the account number on your Proxy Voting Card. **You will not be able to attend the meeting in person.** The purpose of the Annual Meeting is to: (i) elect eight directors to serve for a term of one year; and (ii) approve an amendment to the 2017 Management Equity Incentive Plan to increase its authorized shares for issuance by 1,000,000. You will also hear a report on our operations and have a chance to ask questions.

This document is the formal notice of the Annual Meeting and Proxy Statement. The Proxy Statement tells you more about the procedures for the Annual Meeting, describes how the Board of Directors operates, and provides information about our directors and officers. The Company's annual and quarterly financial results and reports can be found on the Company's website at www.meritagehospitality.com under the "Investor Information" tab, or can be accessed on the OTC Markets website, <http://www.otcmarkets.com/home>, under the symbol MHGU.

Even if you own only a few shares, we want your shares to be represented at the meeting. We urge you to complete, sign, date and return your Proxy Voting Card promptly in the enclosed envelope or vote online via the instructions on your Proxy Voting Card.

Very truly yours,



Robert E. Schermer, Sr.
Chairman of the Board of Directors

WHETHER OR NOT YOU PLAN TO ATTEND THE MEETING, PLEASE VOTE, SIGN, DATE AND PROMPTLY RETURN YOUR PROXY CARD IN THE ENCLOSED ENVELOPE. PROXIES MAY BE REVOKED BY WRITTEN NOTICE OF REVOCATION, THE SUBMISSION OF A LATER PROXY OR BY ATTENDING THE ANNUAL MEETING VIRTUALLY AND VOTING ONLINE.

MERITAGE HOSPITALITY GROUP INC.
45 Ottawa Ave SW, Suite 600
Grand Rapids, MI 49503
Tel. (616) 776-2600

PROXY STATEMENT

Annual Meeting of Shareholders
May 17, 2022

The Board of Directors of Meritage Hospitality Group Inc. is requesting your Proxy for use at the Annual Meeting of Shareholders on May 17, 2022, and at any continuation, postponement of adjournment thereof, pursuant to the foregoing Notice. The Annual Meeting will be held virtually by a live audio webcast. You will not be able to attend in person. The approximate mailing date of this Proxy Statement and the accompanying Proxy Card is April 18, 2022.

VOTING AT THE ANNUAL MEETING

General

Shareholders may vote online or by proxy. Proxies given may be revoked at any time by filing with Meritage either a written revocation or a duly executed Proxy Card bearing a later date, or by attending the Annual Meeting virtually and voting online. During the meeting, please visit <https://web.lumiagm.com/252500468> (password: meritage2022) and enter the control number which appears under the account number on the proxy voting card. All shares will be voted as specified on each properly executed Proxy Card. If no choice is specified, the shares will be voted as recommended by the Board of Directors or in the discretion of the named proxies on any other matters voted on at the meeting. Abstentions and shares not voted for any reason, including broker non-votes, will have no effect on the outcome of any vote taken at the Annual Meeting except as may be otherwise described herein.

Please note, that brokers may no longer use discretionary authority to vote your shares in the election of directors or the amendment of the 2017 Management Equity Incentive Plan if they have not received instructions from you. It is therefore important that you provide instructions to your bank or broker if your shares are held by such a bank or broker so that your vote is counted.

As of March 24, 2022, the record date for determining shareholders entitled to notice of and to vote at the Annual Meeting, Meritage had 6,581,395 outstanding common

shares. Each share is entitled to one vote. Only shareholders of record at the close of business on March 24, 2022, will be entitled to vote at the Annual Meeting.

Proposal 1 -Election of Directors

Meritage’s Bylaws require the Board of Directors consist of not less than five nor more than fifteen directors, with the exact number to be established by the Board of Directors. The Board has established eight as the number of directors to be elected at the Annual Meeting. The Board of Directors has nominated for reelection the following individuals: Chris A. Armbruster, Duane F. Kluting, Joseph L. Maggini, Sr., Dirk J. Pruis, Gary A. Rose, Robert E. Schermer, Sr., Robert E. Schermer, Jr., and Peter D. Wierenga. You can find information regarding each of these nominees beginning on page 6 in the “Management” section under “Directors and Executive Officers.” All directors elected at the Annual Meeting will be elected to hold office until the next Annual Meeting or until their successors are duly elected and qualified. Shareholders are not entitled to cumulate their votes in the election of directors. If any nominee should be unable to serve, proxies will be voted for a substitute nominated by the Board of Directors.

The Board recommends a vote FOR the election of each of the nominees for director. The eight nominees receiving the highest number of votes cast in the election of the directors will be elected.

Proposal 2 – Approval of Amendment to the Meritage Hospitality Group Inc. 2017 Management Equity Incentive Plan to Increase Authorized Shares by 1,000,000

The Board believes that stock-based awards are an important element of Meritage’s compensation programs. The Meritage Hospitality Group Inc. 2017 Management Equity Incentive Plan (the “2017 Plan”) promotes the Company’s compensation philosophy and objectives by: (i) providing long-term incentives to those persons with significant responsibility for the success and growth of the Company; (ii) motivating participants to achieve the long-term success and growth of the Company; and (iii) aligning the personal interests of officers, employees, and others in the Company’s long-term growth and profitability with the interests of the Company’s shareholders. The Company has issued 864,690 out of the 1,000,000 shares authorized originally under the 2017 Plan, leaving 135,310 shares available for grant. Each year the Company issues awards representing approximately 160,000 shares. The Company is asking shareholders to approve an amendment to the 2017 Plan that would increase the authorized shares for issuance thereunder from 1,000,000 to 2,000,000.

The amendment is contained in the first sentence of Section 4.1 of the Plan, which now reads, “Subject to adjustment as provided in Subsection 4.2, the number of Shares which may be issued under this Plan shall not exceed One Million (1,000,000) Shares.” As amended, the first sentence of Section 4.1 of the Plan would be changed

to: "Subject to adjustment as provided in Subsection 4.2, the number of Shares which may be issued under this Plan shall not exceed Two Million (2,000,000) Shares." No other amendments to the plan are contemplated by Proposal 2.

The 2017 Plan, as amended, allows the Company the flexibility to grant a variety of stock and stock-based awards, including incentive and non-qualified stock options and stock appreciation rights, granted separately or in tandem with each other, restricted and unrestricted shares, performance awards and other share unit awards. The term of the 2017 Plan, as amended, remains ten years and expires May 16, 2027.

The 2017 Plan, as amended, will continue to be administered by the Board which shall have the authority to select the eligible employees and advisors to whom awards may be granted and determine all terms and conditions of awards which may be granted.

The 2017 Plan, as amended, provides limits on the transferability of awards and includes provisions on when awards shall terminate and vest. The 2017 Plan, as amended, may be amended, suspended, or terminated entirely by the Board, but the Board may not impair rights of participants without their consent. The Board may not amend the 2017 Plan, as amended, in a way that would cause incentive stock options to fail to qualify as incentive stock options under the Internal Revenue Code.

This summary of the 2017 Plan, as amended, does not purport to be complete and is qualified in its entirety by reference to the plan document, a copy of which can be provided upon request to the Corporate Secretary. In the event and to the extent that this summary is inconsistent with the plan document, the plan document shall govern. A discussion of the federal income tax consequences of the 2017 Plan, as amended, can be provided upon request to the Corporate Secretary.

The Board recommends a vote FOR the Meritage Hospitality Group Inc. 2017 Management Equity Incentive Plan, as amended. The affirmative vote of a majority of votes cast at the Annual Meeting is required to approve the 2017 Plan, as amended.

Other Matters

Any other matters considered at the Annual Meeting which properly come before the meeting (including any continuation, postponement or adjournment of the meeting) require the affirmative vote of a majority of the votes cast.

Voting by Proxy

All Proxy Cards properly signed will, unless a different choice is indicated, be voted “FOR” the election of all nominees for director proposed by the Board of Directors and “FOR” the amendment of the 2017 Management Equity Incentive Plan. If any other matters come before the Annual Meeting or any continuation, postponement or adjournments thereof, each proxy will be voted in the discretion of the individuals named as proxies.

Shareholder Proposals

Shareholders who desire to present proposals or board nominations at the 2023 Annual Shareholders’ Meeting must provide written notice to Meritage’s Corporate Secretary no later than February 15, 2023.

MANAGEMENT

Directors and Executive Officers

The table below provides information on the beneficial ownership of Company stock by the Board of Directors, director nominees and Officers as of March 24, 2022 calculated in accordance with Securities Exchange Act Rule 13d-3(d)(1)(i):

Name and Age	Position	Total Shares Beneficially Owned as of March 24, 2022	
		Amount (1)	Percentage
Robert E. Schermer, Jr., 63	Chief Executive Officer	2,398,487	32.4%
Gary A. Rose, 59	President and Chief Operating Officer, Director	947,842	13.2%
Tracey A. Smith, 47	Vice President, Chief Financial Officer, Secretary, and Treasurer	155,342	2.3%
Robert E. Schermer, Sr., 86	Chairman of the Board of Directors	1,366,536	19.4%
Duane F. Kluting, 72	Director	140,317	2.1%
Joseph L. Maggini, Sr., 82	Director	556,266	8.1%
Peter D. Wierenga, 67	Director	609,084	9.0%
Dirk J. Pruis, 61	Director	36,994	0.6%
Chris A. Armbruster, 60	Director	7,670	0.1%
All current directors and executive officers (9 persons)		6,218,538	67.8%

- (1) Represents beneficial ownership of Company stock including common shares, options presently exercisable or exercisable within 60 days into common shares and common shares into which shares of outstanding preferred stock are convertible.

Robert E. Schermer, Jr. has been a director of the Company since 1996. Mr. Schermer, Jr. has been Chief Executive Officer of the Company since 1998. He served as President of the Company from October 1998 through May 2016.

Gary A. Rose has been a director of the Company since 2017. Mr. Rose has been President since May 2016 and Chief Operating Officer since 2006. He was Vice President, Chief Financial Officer and Treasurer of the Company from 2005 through May 2016. He was Secretary of the Company from 2008 through May 2017. Mr. Rose is a CPA and spent six years with Deloitte & Touche in Grand Rapids, MI.

Tracey A. Smith has been Vice President, Chief Financial Officer, and Treasurer since May 2016. Mrs. Smith has been Secretary since May 2017. She was Director of Finance from 2012 through May 2016 and Controller from 2008 through 2011.

Robert E. Schermer, Sr. has been Chairman of the Board of Directors since 1996. Mr. Schermer, Sr. is currently retired. From 1990 through 2005, he was Senior Vice President and a Managing Director of Robert W. Baird & Co. Incorporated, an investment banking and securities brokerage firm headquartered in Milwaukee, WI.

Duane F. Kluting has been a director of the Company since 2005. Mr. Kluting is currently retired. From 1992 through 2003, Mr. Kluting served as Vice President, Chief Financial Officer and Corporate Secretary of X-Rite, Incorporated, a developer and manufacturer of color measurement instrumentation and software used in graphic arts, retail and industrial applications.

Joseph L. Maggini, Sr. has been a director of the Company since 1996. Mr. Maggini was the President and Chairman of the Board of Magic Steel Corporation, a steel service center located in Grand Rapids, MI that he founded in 1974. After 40 years, Mr. Maggini sold his company in June of 2019 and is no longer affiliated with Magic Steel Sales.

Peter D. Wierenga has been a director of the Company since 2010. Mr. Wierenga is currently retired. He was the Vice President and Director of Godwin Plumbing, Inc., a plumbing and mechanical contractor, from 1987 through 2015. Concurrently, Mr. Wierenga was the President and Director of Godwin Hardware Stores, a retail hardware company, since 1988.

Dirk J. Pruis has been a director of the Company since 2018. Mr. Pruis began his career as a CPA at Touche Ross. Between 1993 and 2014 he held various leadership positions at Goldman Sachs and its subsidiaries, most recently a Managing Director and Chief of Staff in the Operations Division. Mr. Pruis is currently an Associate Professor of

Finance and Accounting and Director of the Financial Planning Program at Calvin University.

Chris A. Armbruster has served as Director of the Company since 2020. Mr. Armbruster worked for Taco Bell Corporation from 1991 through 2013 where he held several leadership positions in finance involving acquisitions and divestitures, financial planning and development. He spent the last six years at Taco Bell as Vice President of Development and Franchise Finance. Between 2015 and 2018 he served as Vice President of Development for The Wendy's Company. Currently, Mr. Armbruster is Chief Development Officer for Guzman y Gomez's North America division

The business address for each member of the Board and management is 45 Ottawa Ave SW, Suite 600, Grand Rapids, MI 49503.

Corporate Governance

Meritage is incorporated in and governed by the laws of the State of Michigan. Meritage's shares of common stock are quoted on the OTCQX (OTC Markets) Premium Tier under the symbol MHGU. Governance is placed in the hands of the Board of Directors who, in turn, elect officers to manage the business operations. The Board oversees the management of Meritage on behalf of the shareholders. Shareholders may communicate with the full Board or individual directors on matters concerning the Company by mail addressed to the attention of the Corporate Secretary. These communications will be forwarded directly to the recipient as long as they relate to the business of the Company.

The Board has established committees to assist it in performing its duties. The Executive Committee possesses, and may exercise, all of the powers of the Board of Directors in the management and control of the business of Meritage to the extent permitted by law. The Executive Committee is comprised of Messrs. Schermer, Sr. (Chairman), Schermer Jr., Maggini and Wierenga. The Audit Committee is responsible for appointing, approving the compensation of, and overseeing the Company's independent auditors. The Audit Committee operates pursuant to a Charter which sets forth the full responsibilities of the Committee. The Audit Committee is comprised of Messrs. Pruis (Chairman) and Kluting.

Non-employee directors currently receive a retainer of \$3,000 for attendance at each meeting of the Board of Directors or Executive Committee and \$6,000 for attendance at each Audit Committee meeting. Compensation is paid quarterly in arrears, either in cash or Company common shares, at the election of each director. Compensation paid in common shares is priced at the average fair market value during the five trading days prior to the end of the fiscal quarter. Each non-employee director is also granted an option to purchase 10,000 common shares upon initial election to the Board and another option to purchase 10,000 shares upon each annual election by

shareholders. The exercise price is the last closing sale price reported on the date of grant. A director who is also an employee of Meritage is not separately compensated for serving as a director.

Other Matters

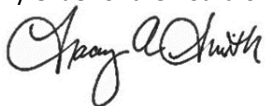
Please submit any questions for the Annual Meeting to Melissa Robinson at mrobinson@mhgi.net by April 30, 2022. If you need more information about the Annual Meeting, please write or call:

Meritage Hospitality Group Inc.
Attn: Corporate Secretary
45 Ottawa Ave SW, Suite 600
Grand Rapids, MI 49503
616-776-2600

For more information about your record holdings, you may contact Meritage's transfer agent, American Stock Transfer & Trust Company, LLC, at 800-937-5449.

April 18, 2022

By Order of the Board of Directors,

A handwritten signature in black ink, appearing to read "Tracey A. Smith". The signature is written in a cursive, flowing style.

Tracey A. Smith, Corporate Secretary