THE KEY INGREDIENT in YOUR RECIPE for SUCCESS.
60 YEARS of DELICIOUS, GROUND-BREAKING GROWTH

The year is 1952 – the first Church’s Fried Chicken to Go opens its doors in San Antonio, right across the street from the Alamo. 15 years later, in 1967, the first franchise opens. And we haven’t stopped growing since.

Visionary founder George W. Church embraced A PHILOSOPHY OF OPERATIONAL SIMPLICITY: a limited menu, equipment designed to do one thing well, people trained to do the same, and control of operational costs. By cutting the frills common to the restaurant industry at the time, Mr. Church felt he could deliver his product profitably, at low cost, and with A MORE EFFICIENT USE OF CAPITAL AND EMPLOYEES.

It’s a philosophy that Church’s® is proud to follow even today.
If you want to know what it takes to be a **SUCCESSFUL FRANCHISEE**, look no further than our own **CEO – JIM HYATT**. Jim spent years operating his own QSR franchises before being tapped to lead *Church’s*® into becoming the thriving brand it is today. This **ENTREPRENEURIAL SPIRIT** runs deep through our organization and helps us understand and anticipate our franchisee needs better than anyone else in the industry. It’s a perspective that makes it easier to notice the things that matter and help take responsibility for getting things right. Because when it’s all said and done, we’re committed to coaching you through the process to get the **BEST OUTCOME** for everyone involved.

“**I’VE HAD an ADVANTAGE as a RESTAURANT CEO BECAUSE I’VE WORKED ALMOST EVERY POSITION FROM the BACKDOOR FORWARD: MOPPING FLOORS, INSTALLING DECOR, FIXING the FRYERS, OWNING a QSR FRANCHISE. SIGNING PERSONAL GUARANTEES AND WORRYING ABOUT PAYROLL, SENDING IN ROYALTY CHECKS - IT MEANS SOMETHING to the FRANCHISEES to KNOW their CEO has WALKED in THEIR SHOES.”**

“**WHY CHURCH’S®? BECAUSE the FOOD QUALITY HERE IS the BEST in CLASS, and THERE’S THE OPPORTUNITY to BUILD TEAMS and FRANCHISES, and to PUSH THIS BRAND up to ITS RIGHTFUL PLACE on the GLOBAL STAGE: it’s EXCITING to LEAD THAT CHARGE.**”
Church’s® growth represents an opportunity for unprecedented stability and a commitment to franchisee success that you can build on.

**Locations in 29 States and More Than 23 Global Markets**

1650+ Restaurants and Growing

Church’s® has Grown to Become

3rd Largest National Bone-In Chicken Chain in the Country

System-Wide Sales Reported at

$1.2 Billion
Profitable and sustainable franchising is the key ingredient for our brand’s growth. *Church’s* provides franchisees with flexible real estate and construction programs that offer exceptional development opportunities in markets across the country.
In 2013, we refined our brand positioning so it appeals more to people who flat out love chicken – or what we call “Chicken Passionates.” These people come from all walks of life and typically choose to eat chicken 4-6 times a week.

And that’s reflected in our brand campaign tagline, **HAVE the LOVE®**. It encapsulates everything that goes into our product on a daily basis – the quality, the passion, and the pride. And it’s a sign of our commitment to giving our guests more than just a meal, but a quality experience they can enjoy on their own or with friends and family.
PREPARING GOOD FRIED CHICKEN is an ART
Our menu is designed to resonate with the country’s fastest growing demographic – multi-cultural consumers. And while we’re best known for our Southern fried chicken (in both original and spicy flavors) we also serve a number of tasty sides including fried okra, cole slaw, mashed potatoes, jalapeno peppers, french fries, corn on the cob, and our signature honey-butter biscuits. It’s the kind of authentic, freshly prepared food that keeps customers coming back time and time again.

We’re known for providing BIG PORTIONS of juicy, marinated chicken that tastes just like homemade.

Every piece of chicken is HAND-BATTERED and biscuits are drizzled with sweet honey-butter right out of the oven.

We’ve eliminated trans fats and have introduced BONELESS CHICKEN products to address shift in demand among consumers.
SERVING GREAT CHICKEN isn’t JUST ABOUT GREAT CHICKEN
WHEN IT COMES to GUEST SATISFACTION, IMAGE and EXPERIENCE ARE JUST as IMPORTANT as the CHICKEN. WHICH is WHY WE’VE DEVELOPED A NEW IMAGE STRATEGY AND RESTAURANT DESIGN – ONE THAT REFLECTS OUR HERITAGE and DELIVERS a REFRESHING RESTAURANT EXPERIENCE for OUR GUESTS.

INTRODUCING the “STAR IMAGE” DESIGN

Our new design philosophy combines the Church’s® personality with the rich, TEXAS HISTORY of the Lone Star. It’s a symbol of fierce individualism and an unyielding desire for freedom.

The REJUVENATED DESIGN has drawn praise from customers, employees, and QSR fans everywhere. But most importantly, we’re averaging over $1.2 million¹ in annualized sales from these new builds, with strong flow-thru.

¹ For more details, see Item 19 of the 2014 Church’s Chicken® Franchise Disclosure Document, available upon request.
WHAT WE BRING to THE TABLE
(BESIDES DELICIOUS FRIED CHICKEN)
WE OFFER a WORLD-CLASS MODEL of SUPPORT SERVICES THAT MAKE IT EASIER FOR OUR FRANCHISEES TO GET UP AND RUNNING and GET CASH FLOW MOVING QUICKLY, INCLUDING:

- Branding/Marketing Support
- Real Estate Development and Construction
- Development Incentives
- New Market Development
- Training
- Operations Support
- Supply Chain
- Research & Development

This COMPETITIVE VALUE proposition combined with our killer product and simple operational formula are why Church’s® has continued to grow into one of the largest chicken QSR concepts in the US today. At Church’s®, you’ll belong to an organization that has been in operation since 1952 and has been franchising for over 40 years. It’s all here: a GREAT PRODUCT, room for unit growth, restaurant support, and brand momentum.
BECOME PART of the CHURCH’S® FAMILY.

What You Bring To The Table

Minimum of five years of current restaurant operations EXPERIENCE.

- Willing to GROW with a proven brand.

- Financial requirements consist of a minimum of $650,000 LIQUID CAPITAL to invest and $1.5MM in net worth.

INITIAL INVESTMENT

INITIAL FEES1
(all new franchisees are required to develop a minimum of 3 restaurants within 4 years)

- Development Fee $10,000 / restaurant
- Franchise Fee $15,000 / restaurant
- Royalty Fee 5% of gross sales
- Marketing Fee 5% of gross sales

ESTIMATED TOTAL INITIAL INVESTMENT2
(all figures exclude the cost of real estate)

- 2200 Free-standing (2200 sq. ft.) $918,300 - $1,336,600
- 1850 Free-standing (1850 sq. ft.) $753,300 - $1,301,600
- Strip Mall Inline or End Cap (1450 sq. ft.) $478,300 - $936,600

1 For more details, see Item 5 of the 2014 Church’s Chicken® Franchise Disclosure Document, available upon request.
2 For more details, see Item 7 of the 2014 Church’s Chicken® Franchise Disclosure Document, available upon request.
Why Invest with Church’s® and Why Now?

THE FUTURE is JUICY.

Something amazing is happening at Church’s® and we want you to be a part of it. With the launch of our new restaurant designs, Church’s® is entering an exciting new chapter in our 63-year history. And now’s a great time to join us.

“The restaurant level management systems at Church’s Chicken® are simple. We focus on quality products, friendly service and clean restaurants. These are KEY INGREDIENTS to the BRAND’S SUCCESS.”

- Noor Samji, Franchisee - 4 units

“You get great support from corporate. There’s A LOT of GROWTH POTENTIAL in places that do not have a Church’s Chicken® now, but there’s also a lot of growth potential in the restaurant within our existing menu.”

- Janice Bowen, Franchisee - 7 Units

“Church’s® has the BEST BUSINESS SUPPORT center and the best fried chicken. The result has some customers coming in 3 times a week.”

- Aslam Khan, Franchisee - 136 units
No matter where you go, just about everyone loves chicken. And they eat it every day, on multiple occasions. It truly is a food for people from all walks of life, all socio-economic levels, and all ethnicities, all over the world.

At Church’s®, we know that CHICKEN MATTERS™. And it matters to our guests even more than anyone else because they are chicken passionate. We provide our guests and their families with delicious, quick, complete, wholesome meals. And whether they dine in, or take it home or to a picnic, we help them share those meals together. They trust us to always be there when they need us, and we strive to earn that trust every day.

WE DELIVER on THIS PROMISE THROUGH OUR FOUR STRATEGIC PILLARS for SUCCESS, WHICH INCLUDE:

- Food Should Do More Than Make You Full – There’s a little love in every box.
- Our Secret Ingredient Is Invisible – Food made with love always tastes better.
- We Make It Happen For The People Who Make It Happen – We understand our guests’ hectic lives. That’s why we strive to deliver the best chicken at the best value.
- We Make Chicken – Church’s® commitment to quality separates us from the rest.
THIS IS NOT AN OFFER TO SELL A FRANCHISE. ANY OFFER OR SALE WOULD BE MADE BY MEANS OF THE CHURCH’S CHICKEN® FRANCHISE DISCLOSURE DOCUMENT, IF REQUIRED BY APPLICABLE LAW, THE TENDER OF A FRANCHISE AGREEMENT OR BOTH. ©2015 CAJUN OPERATING COMPANY, UNDER LICENSE BY CAJUN FUNDING CORP.