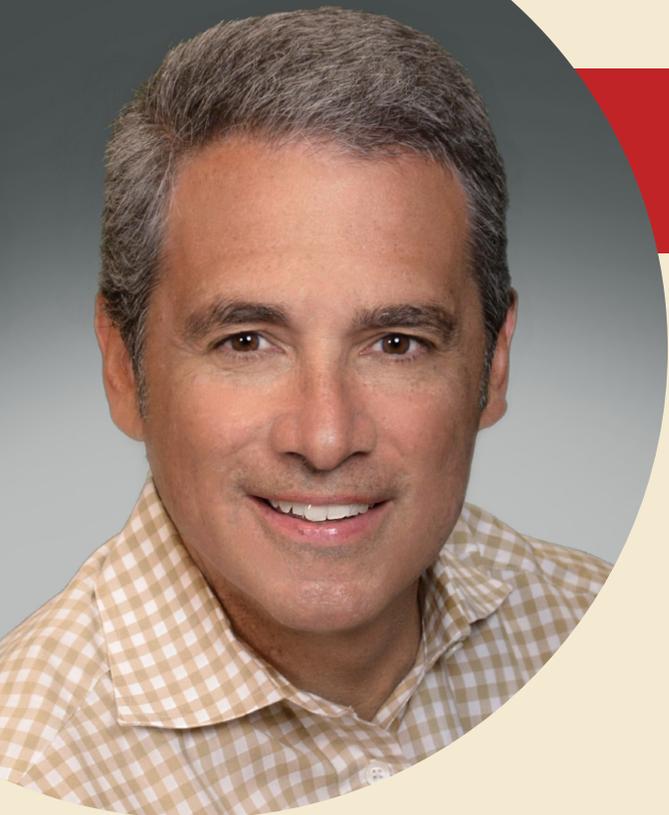


Tony Moralejo

*Senior Vice President & Chief Development Officer
of Church's Chicken*



growth via a powerfully branded growth proposition. We are interested in attracting great multi-unit operators and owners that have a passion for award winning customer service, serving high quality menu offerings and are as excited about the brand's potential and future as we are.

What do you attribute to the renewed interest in the brand?

It all starts with offering the best fried chicken and biscuits in the world. Great tasting food, coupled with our dedication to service and our new "star" image design, is attracting significant interest from domestic and international partners. The brand has demonstrated strong top line sales performance with strong flow-thru to the bottom line.

What are the requirements for someone considering becoming a Church's franchisee?

The financial requirements for franchisees within the system include having a minimum net worth of at least \$1.5 million and liquid assets of \$650,000. These requirements are very common in franchising. There are many prospective franchisees that meet these requirements, but what separates our franchisees from other candidates is their dedication to the restaurant business and leadership capabilities.

One of your franchisees, Aslam Khan, was just named the Entrepreneur of the Year by the International Franchise Association. What makes a great franchisee and what words of advice do you have for someone considering an investment in franchising?

The common thread for our domestic and international franchisees is their passion. Our franchisees have a passion for customer service, a passion in treating employees with respect, a passion for the restaurant environment, and a passion for the products that are served.

What are the initial costs?

These costs can vary and are dependent on many variables including the size, type and location of restaurant to be developed.

Are there still areas in Atlanta open for development or are franchise candidates told where they can open new units?

While the company has strategically targeted certain trade areas outside the perimeter, there are many trade areas inside the perimeter where we are looking to expand with both existing and new franchisees.

Where can our readers learn more about franchise opportunities with Church's?

You have a couple of options here. You can go to our website www.churchs.com or contact our business development office at 1-770-350-3876.

Let Church's® put you on the path to excellence

By Ann Almond

Church's started in 1952 in San Antonio, Texas offering what many have come to love - their crunchy, juicy chicken and their famous honey-buttered biscuits. They're a brand that is highly recognized and is one of the largest chicken restaurant chains in the world, with over 1,650 locations in 30 states and 23 international markets. Meet Tony Moralejo, the Senior Vice President and the Chief Development Officer of Church's Chicken. He is responsible for Church's domestic and international expansion, as well as franchising, reimagining, construction and real estate management for the brand.

It takes strong leadership to run a franchise network with over a 1,000 independent businesses and Tony Moralejo is up for the challenge. Recently, we met with Mr. Moralejo to discuss Church's philosophy and to find out what it takes to be a franchisee within the organization.

What is the development philosophy for Church's Chicken?

We have a saying around the development team... "Growth is Good!" We are very focused not on growth for the sake of growth, but profitable and sustainable