



NEW LOOK – LEGENDARY TEXAS ROOTS

CHURCHS.COM/FRANCHISING



OUR STORY

We Make It Real

To us, food is more than a meal – it's big portions, bold Texas flavors, warm welcomes and saving plenty of room for seconds. It's life. It's our passion. It's satisfaction. **Church's®** is here to serve up the best fried chicken in the world, and we're doing it with bold, craveable Texas flavors. It's a big dream that started in 1952 from a little spot across from the Alamo, but, hey, that's Texas for ya.

Fast-forward to almost seven decades of deliciousness and over one billion served, **Church's Chicken®** spans the globe with franchises open for business worldwide. Along the way, we've had a few new looks, campaigns and leaders – but our handcrafted, hand-battered chicken is still freshly prepared in small batches all day long just as it was in 1952. Same with our famous *Honey-Butter Biscuits™* and classic, homestyle sides. Why?

Because we believe authentic, Down Home flavor is timeless, and clearly our guests do too.



WHY **CHURCH'S CHICKEN**[®]

As a leader in the growing chicken category, Church's[®] Down Home flavors are delivering some serious sales momentum with more positive growth on the way. New menu innovations and delicious consumer-preferred products are bringing more of our Texas-inspired comfort food to more guests. We've introduced new guest favorites like our Chicken Sandwich and *Texas Tenders*,[™] bringing new guests to our restaurants. With more on the way, it's never been a better time to be a part of *Church's Chicken*.[®]



CHICKEN SANDWICH



SMOKE HOUSE



**BOLD
TEXAS
FLAVOR™**



REAL MEALS FULL OF FLAVOR
THAT'S OUR SPIRIT OF TEXAS

GRANDE
MEAL DEAL
4PC LEGS & THIGHS
& 4PC TENDERS
\$20



A Bold New Image

We're launching our new brand image in the U.S. as part of a comprehensive global positioning. The new look and feel of the brand is contemporary, dynamic, engaging and deeply connected to the legendary restaurant chain's roots in Texas.



WE MAKE REAL MEALS FULL OF FLAVOR AND THE BOLD SPIRIT OF TEXAS

TM

Franchisee Requirements

BECOMING PART OF OUR CHURCH'S® FAMILY AND BRINGING REAL MEALS TO THOUSANDS OF OTHER FAMILIES HAS A FEW REQUIREMENTS:

- Minimum of five years of current restaurant operations **EXPERIENCE**
- Willing to **GROW** with a proven brand
- Financial requirements consist of a minimum of **\$1MM LIQUID CAPITAL** to invest and **\$2MM** in net worth

1| For more details, see Item 5 of the 2021 Church's Chicken® Franchise Disclosure Document, available upon request.

2| For more details, see Item 7 of the 2021 Church's Chicken® Franchise Disclosure Document, available upon request.

This pamphlet is not an offer of a franchise. An offer of a franchise can only be made by a Franchise Disclosure Document registered in your state (if required). Please see our current Church's Chicken® Franchise Disclosure Document for more information regarding the Church's Chicken® franchise.

Initial Investment

INITIAL FEES¹

All new franchisees are required to develop a minimum of five restaurants:

- Development Fee | \$10,000 per restaurant
- Franchise Fee | \$15,000 per 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)

- Freestanding: Blaze 1700
\$1,296,225 to \$1,464,335 (excluding Real Estate)
- Freestanding: Blaze 1400
\$1,192,202 to \$1,406,509 (excluding Real Estate)
- End Cap (1,500sf)
\$676,500 to \$1,016,300 (excluding Real Estate)

BLAZIN' NEW TRAILS

Our Strategic Roadmap

The Texas Way means that we aren't just thinking about success today and tomorrow. We're shooting for the stars with a rigorous KPI/metric-driven roadmap for growth. Spanning both short term and long term, our roadmap is focused on driving guest satisfaction, developing a winning team and igniting growth, all of which are aimed to deliver financial results for the brand. We are committed to this brand, and we're in it with you every step of the way. Because when you win, we all win.

Keepin' Things Fresh

Lunchtime, dinnertime and anytime. They say variety is the spice of life, and we couldn't agree more. From our fresh fried chicken, to our world-famous *Honey-Butter Biscuits*™ to signature homestyle sides, we're cooking up something for a crowd or a solo sit-down.

1,500+ RESTAURANT LOCATIONS

INCLUDING OVER 900 IN THE U.S.

26 GLOBAL MARKETS

PRESENCE IN THE U.S. AND 25 OTHER COUNTRIES

OVER \$1 BILLION

IN SALES

3RD LARGEST

BONE-IN CHICKEN CHAIN IN U.S.

CELEBRATING ALMOST 7 DECADES

ESTABLISHED IN 1952

