



BRAND BOOK 2018

BIRDS OF A FEATHER FLOCK TOGETHER!

When celebrity chef, entrepreneur and New York Times bestselling author Guy Fieri joined forces with restaurateur Robert Earl, the result is a chicken concept like no other - Chicken Guy! was hatched. With an idea created around fast-casual dining, succulent chicken tenders, and a bevy of signature sauces, we strongly felt it would be a hit.



OUR FOUNDING
FATHERS
Robert & Guy!



*"I've had the pleasure of getting to know Guy—first with the launch of his **sandwich and burger menu** at Planet Hollywood. Since then, we kept in touch, determined to work on a big project together, and here we are. We found the perfect venture with Chicken Guy!, a crowd-pleaser. I have personally tasted all the menu items and can't wait to open around the world, because **our guests love** what Guy has put on the menu," said Planet Hollywood Founder and Chairman Robert Earl.*



Chicken Guy!'s flagship restaurant opened in August 2018 in Disney Springs, located in the heart of Florida's Walt Disney World Resort.

BIRD
is the **WORD!**
OUR CHICKEN
TENDERS ARE
ALL NATURAL
NEVER FROZEN
ANTIBIOTIC-FREE
HAND POUNDED
FRESH EVERY DAY

-Guy!



THE MENU

SIGNATURE SANDWICHES

two crispy fried chicken tenders

THE SAUCE BOSS

LTOP plus your choice of any two signature sauces

THE OG CLASSIC

cheddar, special sauce & LTOP

BOURBON BROWN SUGAR BBQ

pepper jack, bourbon brown sugar BBQ sauce, special sauce, slaw, pickles & BBQ kettle chip

BIG BITE B.L.A.T.

crispy smoked bacon, lettuce, avocado crema, tomatoes & buttermilk ranch

SOUTHWESTERN

pepper jack, special sauce, avocado crema, cumin lime mojo, charred corn, roasted peppers, black beans, lettuce, tomatoes & crispy tortilla strips

COMBO

any sandwich or 3 tenders, fries & a fountain beverage

CHICKEN TENDERS

crispy fried or grilled all-natural tenders

THREE TENDERS

three tenders plus your choice of any two signature sauces

FIVE TENDERS

five tenders plus your choice of any two signature sauces

KIDS' MENU

served with a fruit cup or apple sauce

TWO TENDERS

two tenders plus your choice of any signature sauce

GRILLED CHEESE

MAC DADDY MAC 'N' CHEESE

SALAD BOWLS

crispy fried or grilled all-natural tenders

CHOPPED CHICKEN CAESAR

crispy romaine, parmesan, house-made croutons & Caesar dressing

BBQ CHOPPED CHICKEN

crispy romaine, slaw, cheddar, black beans, tomatoes & crispy tortilla strips, served with bourbon brown sugar BBQ & buttermilk ranch sauces

SOUTHWEST SWEET CORN

charred corn, slaw, roasted peppers, black beans, tomatoes, red onions, grilled scallions & crispy tortilla strips, served with cumin lime mojo & chipotle ranch sauces

TASTY SIDES

CHICKEN GUY FRIES

signature fry seasoning

AMERICAN SLAW

FRIED PICKLE CHIPS

buttermilk ranch sauce

MAC DADDY MAC 'N' CHEESE

LOADED FRIES

smothered in SMC, chopped grilled chicken, bacon & green onions



FLAVORTOWN FROZEN TREATS

TRIPLE DOUBLE MINT

hand-spun mint chocolate soft serve, crushed Oreo® cookies, chocolate mints, chocolate syrup & fresh whipped cream

CINNAMON APPLE

hand-spun vanilla soft serve, Cinnamon Toast Crunch® & Apple Jacks® cereal & fresh whipped cream

One-of-a-kind, all-natural fresh chicken tenders are the headliners of the menu at Chicken Guy! Hand-pounded for maximum crunch, the tenders are brined in fresh lemon juice, pickle brine, buttermilk and infused with fresh herbs. From there, it's all about the sauce featuring everything from their Classic Bourbon Brown Sugar BBQ to Hot 'N' Spicy Nashville Hot Honey.

Other favorites include Guy Fieri's Chicken Guy Fries, crowd-pleasing Mac Daddy Mac 'N' Cheese, Fried Pickle Chips, and fresh American Slaw – the perfect compliment to any meal on the menu.

To end on an even higher note, the Flavortown Frozen Treats feature a Triple Double Mint Ice Cream Treat which is an over-sized cup of delicious mint chocolate soft serve ice cream while the Cinnamon Apple satisfies any sweet tooth with vanilla soft serve ice cream smothered in Cinnamon Toast Crunch® and Apple Jacks®.



THE BOSS OF SAUCE

Try all of our 22 unique sauces with your tenders or sandwich! If you're in luck, you just might meet our famous "Sauce Slinger" mingling about the restaurant and refilling your favorite or introducing you to a new sauce to try.

GUY'S FAVORITES



THE CLASSICS



"I'm stoked to have built Chicken Guy! with my friend, Robert Earl," said Fieri. "It's all about the real deal, all-natural chicken but lemme tell you, **OUR SAUCE GAME IS ON POINT.**"

HOT 'N' SPICY



ALL-NATURAL
HAND POUNDED
BREADED FRESH EVERY DAY.
ANTIBIOTIC FREE
ALL-NATURAL
CHICKEN
GUY
ALL-NATURAL
ANTIBIOTIC FREE
NEVER FROZEN
HAND POUNDED
BREADED FRESH EVERY DAY.
ALL-NATURAL
ANTIBIOTIC FREE
NEVER FROZEN
HAND POUNDED



SIGNATURE SANDWICHES	
THE BIRCH BIRD	5.99
THE CO-CLASSIC	6.99
THE BIRCH BIRD	5.99
THE CO-CLASSIC	6.99

SIGNATURE SAUCES	
1. ORIGINAL SAUCE	2. BUNNY SAUCE
3. CRISPER SAUCE	4. BARRAGE SAUCE
5. HONEY SAUCE	6. BIRCH SAUCE
7. BIRCH SAUCE	8. BIRCH SAUCE
9. BIRCH SAUCE	10. BIRCH SAUCE
11. BIRCH SAUCE	12. BIRCH SAUCE
13. BIRCH SAUCE	14. BIRCH SAUCE
15. BIRCH SAUCE	16. BIRCH SAUCE
17. BIRCH SAUCE	18. BIRCH SAUCE

CHICKEN TENDERS	
THREE TENDERS	5.99
SIX TENDERS	9.99
NINE TENDERS	12.99

KIDS' MENU	
TWO TENDERS	4.99
THREE TENDERS	5.99
FOUR TENDERS	6.99

TASTY SIDES	
CRISPER CHICKEN	5.99
CRISPER CHICKEN	5.99
CRISPER CHICKEN	5.99

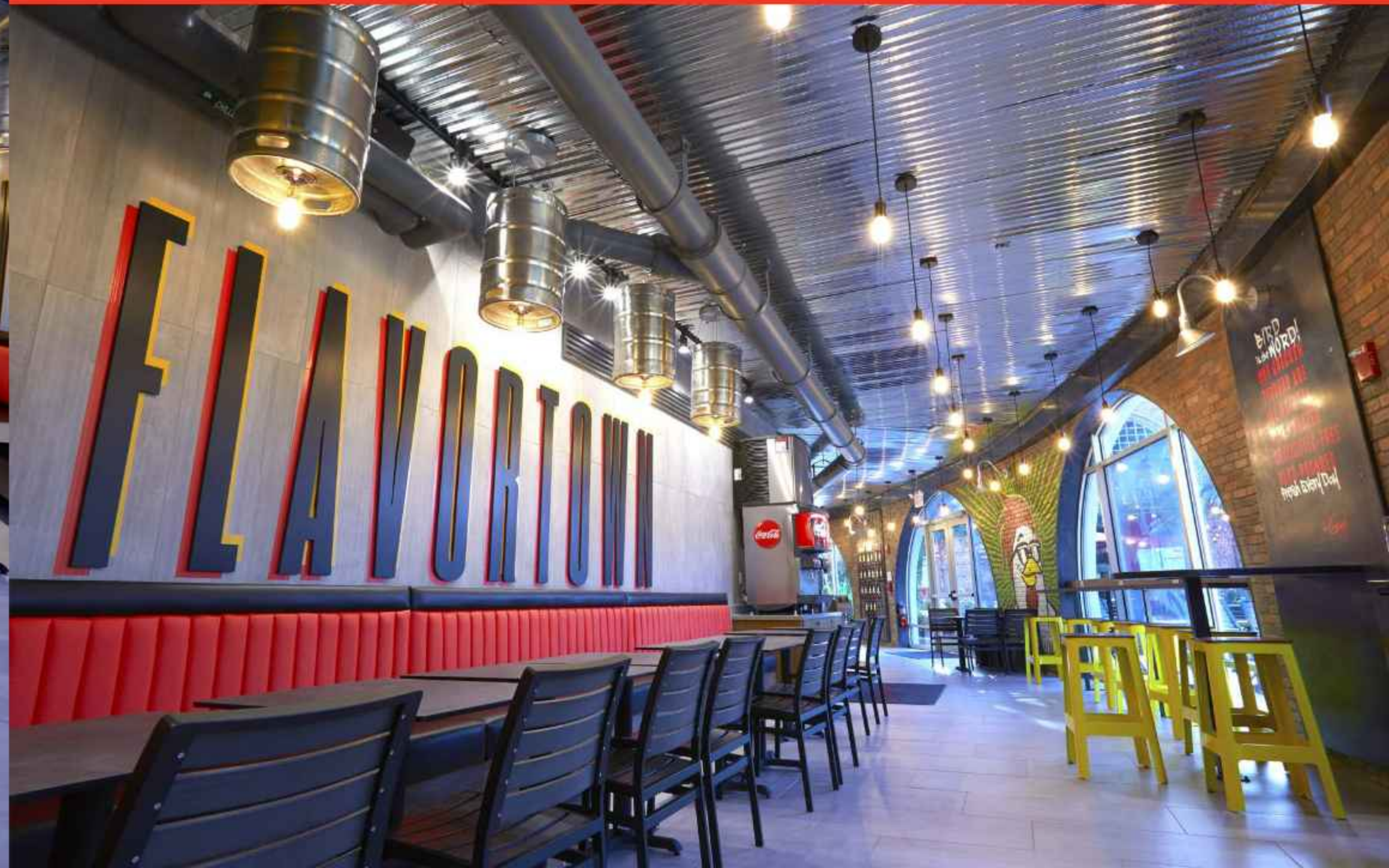
FLAVORTOWN FROZEN TREATS	
TRIPLE SCOOP ICE CREAM	3.99
TRIPLE SCOOP ICE CREAM	3.99
TRIPLE SCOOP ICE CREAM	3.99

@chickenguy





The urban feel of Chicken Guy! is all about keeping it casual. Whether guests want to gather with friends alongside the graffiti-walls of the indoor area, relax on the outdoor patio, or grab something to-go in one of the conveniently designed takeaway boxes, a visit to Chicken Guy! offers comfort and convenience for a variety of dining experiences.



THE BOSS OF SAUCE

CHICKENGUY.COM

