

2022 BRAND BOOK





WE'RE
Southern
★ at HEART ★

**Our roots run deep in the Delta where food is honest,
meals are social, and the door is always open.**



**CLICK PLAY TO WATCH
OUR HISTORY VIDEO**

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Why Slim Chickens?



Strong *Unit Economics*



Uniquely *Different*



Simple *Operations*



Excellent *Branding*



Passionate *Leadership*





Why **SLIM CHICKENS?**

Our Food

Our Culture

Our Team





Why Slim Chickens?

Slims' is known for having the right combination of

Craveable Food,

a cool vibe, and that extra touch of

Southern Hospitality

Our culture is the soul of our brand. Southern hospitality is a phrase to show kindness, warmth, and the creation of a welcoming environment for our customers.





Why Slim Chickens?

Slim Chickens is **perfectly poised for development** with the right investors. **Our team is with you every step of the way.**





Our **FOOD**

It all started with a *tender* and a *sauce*.

Our mission is simple, to make the best hand-breaded chicken tenders using only the freshest ingredients. We're dedicated to staying true to those roots, making fresh handmade meals in a welcoming setting.



TENDERS & WINGS

Meals served with Texas toast, fries or ranch chips & a medium drink.

Chick's Meal
(3 Tenders)

Classic Meal
(4 Tenders)

Slim's Meal
(5 Tenders)

Hungry Meal
(7 Tenders)



6 Wing Meal

8 Wing Meal

3 & 3 Meal
(3 Tenders & 3 Wings)

5 & 5 Meal
(5 Tenders & 5 Wings)



HOUSE SAUCES

Flavor your wings or tenders with a shaken sauce.

Extra Sauce

RANCH
CAYENNE RANCH
HONEY MUSTARD
SLIM SAUCE
BLUE CHEESE
GRAVY

HONEY BBQ
GARLIC PARMESAN
KOREAN BBQ
BBQ
BUFFALO
SWEET RED CHILI

SPICY BBQ
HOT
SRIRACHA GARLIC
MANGO HABANERO
INFERNO

Craft SANDWICHES

Meals served with fries or ranch chips & a medium drink.



Chicken Club Sandwich

Fried chicken breast with cheddar, bacon, Monterey Jack cheese, tomato, lettuce & ranch mayo on a toasted brioche bun.

Cayenne Ranch Sandwich

Fried chicken breast with crispy fried onions, lettuce, pickles & cayenne ranch mayo on a toasted brioche bun.

Buffalo Ranch Sandwich

Fried chicken breast shaken in buffalo sauce with crispy fried onions, lettuce, pickles & ranch mayo on a toasted brioche bun.

Crispy Chicken Sandwich

Fried chicken breast with fresh pickles & ranch mayo on a toasted brioche bun.

House WRAPS

Meals served with fries or ranch chips & a medium drink.

Smokey Cheddar Wrap

Tenders shaken in spicy big sauce, cheese, lettuce & ranch sauce.

Buffalo Wrap

Tenders shaken in buffalo sauce, lettuce, tomatoes & ranch sauce.

Slim's Wrap

Tenders, lettuce, tomatoes & ranch sauce.



Farm Fresh SALADS



Slim's Salad
(Includes med. drink)

Fresh greens, tenders, cheese, tomatoes, cucumbers, crispy fried onions, carrots & croutons.

Side Salad
(Does not include drink)

Fresh greens, cheese, tomatoes & croutons. Substitute a Side Salad for Slim with any meal.



Delta SIDES

Substitute your fries or ranch chips for any side.

Mac & Cheese

Coleslaw

Potato Salad

Fries

Ranch Chips

Fried Okra*

Fried Mushrooms*

Slim's SWEETS

Jaz Desserts
Available daily.

Cookies
Homemade chocolate chip or white chocolate macadamia nut.

Kid's MEAL

10 years and under.

Kid's Tender Meal (2 Tenders)

Served with Texas toast, fries or ranch chips & milk or lemonade with regular juice.

Kid's Mac & Cheese

With mac & cheese sauce served with Texas toast & milk or lemonade with regular juice.

Hand-Spun MILKSHAKES

Chocolate

Vanilla

Strawberry

Oreo®

Shake It Up! Upgrade your drink with any adult meal order to a hand-spun milkshake.

Drinks

Help yourself to our healthy brewed teas, lemonade & soft drinks.

Medium

Large

Additional nutrition information available upon request.

MENU



17 HOUSE SAUCES



SLIM'S MEAL



CRAFT CHICKEN SANDWICHES



THE SLIMS' SALAD & SEASONAL SALADS



MASON JAR DESSERTS



SHAKES



Tom Gordon,
Chief Executive Officer



Sam Rothschild,
Chief Operating Officer



Bill Schreiber,
Vice President of International Development

EXECUTIVE LEADERSHIP



Our **GROWTH**

MOMENTUM

TODAY'S FOOTPRINT

U.S. GROWTH

INTERNATIONAL GROWTH





Unmatched MOMENTUM

Global Franchise

Slim Chickens Opens Newest Location in Cambridge Circus

May 10, 2022
Slim Chickens, the better chicken brand, has announced the opening of its newest U.K. location in Cambridge Circus. The new west-end location will be operated by the Boparan Restaurant Group.

Slim Chickens has opened over 100 locations across the U.S. and U.K., and has over 800 stores in development.



"Whether U.K. location is in the books! Partnering with Boparan Restaurant Group is bringing our fan-favorite chicken to more communities across the world is so exciting," Jackie Lobdell, vice president of franchise development at Slim Chickens.

"We are proud to be able to work with such experienced multi-unit operating groups have a passion for Slim Chickens amazing food and environment."

The brand recently launched its technological drive-through in Berwynville, Arkansas in collaboration with an architectural firm, Herman, the new Slim Chickens design offer customers more convenience. A two-lane drive-thru has been introduced to all day and pick up customers to grab their orders more quickly. The interior has also been redesigned, with new graphics ready to greet guests.

"We are excited to bring a vibrant look and feel to this location while striving to give our guests' experiences with the brand, no matter how they choose to visit us," said Kandis Payne, director of design at Slim Chickens.

"Our partnership with Herman is helping us shape our future and challenge current thinking as the brand continues to grow and evolve."



Slim Chickens Adds to UK Store Count

March 10, 2022
Arkansas-based Slim Chickens has added to its store count in the United Kingdom, opening this week in Arndale, Manchester. Under the direction of Boparan Restaurant Group, which has 17 locations in the U.K., the store features a drive-thru as well as space for dine-in eating.



"Boparan Restaurant Group continually proves that they are store-cold operators, and we know their new location will be another hit," Jackie Lobdell, vice president of franchise development at Slim Chickens, said in a company press release. "Under the direction of Boparan Restaurant Group, which has 17 locations in the U.K., the store features a drive-thru as well as space for dine-in eating."

Slim Chickens has over 155 locations open and 800 in development.

Link: <https://bit.ly/3MUBDQ2>

QSR's Breakout Brand of 2021: Slim Chickens Hits Another Gear

In which QSR's breakout brand of 2021: Slim Chickens hits another gear. The chicken chain has had the most exciting year.

By [Michael Rucker](#) | [January 28, 2022](#)



Slim Chickens has big aspirations, and plenty of momentum to get there.

The fast-food chain has had the most exciting year in the QSR industry, according to QSR Magazine.

The publication also ranked the brand as the most exciting in the QSR industry, according to QSR Magazine.

"We really were able to spend our time on product and service improvements," says Slim Chickens CEO, Jackie Lobdell. "We focused on making sure our people were happy and our customers were happy."

But with the company, "we've seen a lot of growth in our brand. We've seen a lot of growth in our brand."

The brand's growth has been a result of its focus on product and service improvements.

RETAIL & COMMERCIAL

Slim Chickens Ends 2021 with 350 New Signed Agreements

January 28, 2022

Slim Chickens made brand history in 2021 by closing out the year with more signed development deals and openings than ever before. The past year, the brand celebrated a number of milestones including its 150th store opening, entered 65 new markets with development deals and had close to 40 openings. It also inked 350 signed agreements, bringing the total units in development to 750. On top of the rapid franchise growth, Slim Chickens also had a 25% positive comp store sales growth — in fact, the brand has had a 43.9% increase in comp store sales growth over the last 4 years.



"This has been Slim Chickens' best year yet and we could not be prouder of the immense growth that we have experienced. It has truly been a team effort — from the dedication of our franchisees to providing a great customer experience to the corporate team continuing to find new ways to elevate the brand," says Jackie Lobdell, vice president of franchise development at Slim Chickens. "We are already slated to open 60 locations in 2022, and can't wait to see what else the new year holds for Slim." Slim Chickens received several awards throughout 2021 including being named the Breakout Brand of the Year by QSR Magazine.

Slim Chickens, a leading fast-casual franchise which features dine-in and drive-thru in the better-chicken segment, first opened in 2003 in Fayetteville, Ark. Today, there are more than 150 Slim Chickens locations open and 750 restaurants in development. The brand recently launched a strategic multi-unit franchise growth initiative to reach 800 units in 10 years. For more information, visit www.slimchickensfranchise.com.

Slim Chickens: An extraordinary franchise opportunity

Slim Chickens is the better-chicken brand that's ready to scale — and signing development deals — left and right.



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[CLICK HERE](#)



Awards and Recognitions

ZOR AWARDS

Franchise Times®

THE SMARTEST GROWING BRANDS

FAST & SERIOUS
FRANCHISE TIMES RANKS THE SMARTEST-GROWING BRANDS

RANKED ON INC. 5000

Inc.

QSR BREAKOUT BRAND OF THE YEAR

QSR®

MOVERS & SHAKERS LIST

Fast
Casual.com

FASTEST-GROWING FRANCHISE

Entrepreneur



2022

Today's INTL. FOOTPRINT

- Birmingham, UK
- Bristol, UK
- Brighton, UK
- Cambridge Circus, UK
- Cannock, UK
- Cardiff, UK
- Dartford, UK
- Exeter, UK
- London, UK
- Manchester, UK
- Southampton, UK

50
Units in
Development





U.S. Growth BY THE NUMBERS

OPENED LOCATIONS

160+

CONTINENTS

2

UNITS IN
DEVELOPMENT

800+

STATES

30+

SALES GROWTH
Year Over Year

35%



International **GROWTH**



ACTIVELY DEVELOPING



TO BE DEVELOPED IN THE FUTURE



International RESTAURANTS



Soho, London



James Street, London



Non-Traditional RESTAURANTS



CAMPUS



TRAIN STATION



CENTRAL MICHIGAN UNIVERSITY



PENN STATE UNIVERSITY



MALL



STADIUM



FORT POLK ARMY BASE



MACDILL AIR FORCE BASE



SUPPORT

TRAINING

MARKETING

OPERATIONS

FINANCIAL SUPPORT





SUPPORTING *Your* BUSSINESS

TRAINING

- ① Certified Training Locations
- ① Comprehensive Franchise/Management Training
- ① Grand Opening Training and Ongoing Support
- ① World Class Learning Management System Programs



SLIM CHICKENS UNIVERSITY



SUPPORTING *Your* BUSSINESS

OPERATIONS

- 🐔 **Dedicated Field Support**
- 🐔 **On-Going Business Plans**
- 🐔 **Operational Reviews**
- 🐔 **Territory Development**





SUPPORTING *Your* BUSSINESS

MARKETING

- ① **Strong Public Relations Activation at Contract Signing and On-Going Support**
 - ① **Pre-Opening Marketing Plan**
 - ① **Grand Opening Marketing Plan**
 - ① **On-Going Field Marketing Support**
- ① **Annual Marketing Calendar and Activation**





Campaign EXAMPLES

It All STARTS HERE

100% PREMIUM CHICKEN TENDERLOINS
The best cut you can get. Always fresh.

COOKED-TO-ORDER
You order. They cook.

HORSERADISH SAUCES
Handy in the back of 20. We have a sauce for everyone.

HAND BREADED
Light coating, infused with Our Chicken's secret mix.

BUTTERMILK MARSHMALLOW
Locks in moisture & flavor. A southern secret.

FOR THE FULL STORY VISIT slimchickens.com/food

Family MEAL

12 Tenderloins, 4 Biscuits, 1 Side of Ranch Chips, 1 Side (Cheese Mac & Cheese, Cole Slaw or Potato Salad), & Texas Toast and a Gallon of Tea*

NEW

Permission to Get Messy

BUFFALO
Chicken Sandwich Plate

12 Pieces, 12oz Fries, 12oz Ranch Dressing, 12oz Buffalo Sauce, 12oz Honey Mustard Sauce, 12oz BBQ Sauce, 12oz Teriyaki Sauce, 12oz Lemon Pepper Sauce, 12oz Garlic Parmesan Sauce, 12oz Honey BBQ Sauce, 12oz Honey Mustard Sauce, 12oz Teriyaki Sauce, 12oz Lemon Pepper Sauce, 12oz Garlic Parmesan Sauce, 12oz Honey BBQ Sauce

NEW

Fan Fuel

SCORE BIG WITH FANTASTIC PARTY PLATTERS

WING

TENDER

Rewarding CATERING

★ AS EASY AS 1, 2, 3 ★

1. Download the APP 2. Order 3. Earn Rewards
The bigger the order, the more you earn.

Get it on Google Play | Download on the App Store

Save Time ORDER ONLINE

Order ahead & it's ready when you are.

Get it first at slimchickens.com

Join **SLIMTHUSIAST REWARDS**

Just for signing up, enjoy a FREE Cayenne Ranch Chicken Sandwich!

How to Sign Up: Scan the QR code, download the app, and follow the prompts to create your account.

Waffle Wednesdays

Kids Eat FREE

THIS SUMMER ON SUNDAYS

STUDENT APPRECIATION DAY

ALL DAY EVERY TUESDAY STUDENTS GET 20% OFF*

HOW THROUGH JUNE 30, 2019

Cookie Monster



NON-TRADITIONAL *Brand* DEVELOPMENT

- **Royalty - 5%**
- **Marketing Fees - 1%**
- **Build Out - \$100,000-\$175,000**
- **Square Footage - 500 to 1,220+**





Thank You

Do you possess **Multi-Unit Restaurant Experience** and the willingness to execute proven brand standards and Slims' Southern Hospitality?

Let's Talk!

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