

GET A PIECE OF THE FLAVORFUL
LEGENDARY
TASTE OF TEXAS





COOKING UP A TEXAS LEGACY SINCE 1952

THEY SAY YOU HAVE TO WORK AT SOMETHING FOR 10,000 HOURS TO MASTER IT. WELL, WE'VE BEEN IN THE KITCHEN FOR MORE THAN 70 YEARS.

It all started in 1952 across the street from the Alamo in San Antonio, TX. George W. Church put down our Texas roots with the first *Church's®* Chicken-To-Go. With crispy goodness and handcrafted flavor, George started cooking up what would become one of the largest QSR chicken chains in the world. *Church's®* spans the globe with franchises open for business worldwide.

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?

Well, 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.



The restaurant industry is rife with frivolous costs that hurt the bottom line – luckily, we took care of that a while back. Our founder, George W. Church, proved to be a visionary by embracing **A PHILOSOPHY OF OPERATIONAL SIMPLICITY.**

What that means is a limited menu, a tool for every task, employees with clear responsibilities and a firm grip on operational costs. It's a philosophy that *Church's Texas Chicken®* is proud to follow even today, because it works. We strive to deliver our products profitably, at low cost and with a more efficient use of capital and employees.



George W. Church
San Antonio, Texas



WHY **CHURCH'S TEXAS CHICKEN**®

As a leader in the growing chicken category, *Church's*® 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 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 Texas Chicken*.®

OUR VISION

**TO BECOME THE GLOBAL
FRANCHISOR OF CHOICE**

OUR MISSION

**PROVIDE THE BOLD TASTE
OF TEXAS TO OUR GUESTS
AT A GREAT VALUE**

OUR PURPOSE

**TO SERVE GREAT-TASTING
CHICKEN AND DELICIOUS
SIDES OUR GUESTS LOVE**

OUR CULTURE

**WE ARE FAST, FOCUSED,
FLEXIBLE, FRIENDLY, FUN
AND INCLUSIVE**

OUR VALUES

WORK TOGETHER

We are stronger when we collaborate and combine our expertise to create trusting relationships. We inspire innovation to find new ways to deliver great products and service to our guests.

DO THE RIGHT THING

We keep our commitments and act with honesty, integrity and conviction to see things through.

SHOW WE CARE

We listen for understanding and thinking about how our actions affect others. We look for ways to improve ourselves and inspire others to do the same.

STEP UP

We accept responsibility and hold ourselves accountable to deliver results through hard work, discipline and a shared commitment to make a difference in our restaurants and the communities we serve.

CELEBRATE DIFFERENCES

We appreciate and respect all cultures and look to learn from each other. Our collective strength comes from celebrating local differences while embracing the power of a global brand.

FRANCHISEE PROFILE



**FOOD SERVICE
AND/OR RETAIL
EXPERIENCE**



**PROVEN TRACK
RECORD OF
HIGH-QUALITY
REAL ESTATE**



**PREFER
MULTI-UNIT
CONCEPT
PORTFOLIO
COMPANY**



**COMMUNITY
INVOLVEMENT**



**GROUPS WITH
QUALIFIED
OPERATING
PRINCIPAL
OR PROVEN
WHEREWITHAL
TO OPERATE**

**COME JOIN US TO BRING THE FLAVORFUL,
LEGENDARY TASTE OF TEXAS TO THE WORLD!**

FRANCHISE APPROVAL PROCESS

1 INITIAL QUALIFYING CONTACT - RECEIVE BROCHURE AND FDD

2 FRANCHISE DISCLOSURE DOCUMENT REVIEW

3 SUBMIT APPLICATION, BUSINESS PLAN WORKSHEET

4 SUBMIT VERIFICATION OF ASSETS

5 OPERATIONS INTERVIEW

6 ATTEND DISCOVERY DAY

7 COMPLETE AGREEMENT

BECOME PART OF OUR EVER-GROWING FAMILY

WHAT YOU BRING TO THE TABLE

INITIAL INVESTMENT FEES

| | |
|-----------------------------|-----------------------|
| Development Fee | \$10,000 / Restaurant |
| Franchise Fee, 10-Year Term | \$15,000 / Restaurant |
| Grand Opening Marketing Fee | \$25,000 / Restaurant |
| Royalty Fee | 5% of Gross Sales |
| Marketing Fee | 5% of Gross Sales |

ESTIMATED TOTAL INITIAL INVESTMENT

1400 Blaze Model

\$1,314,274 to \$1,803,972 (excluding Real Estate)

1700 Blaze Model

\$1,482,150 to \$1,896,300 (excluding Real Estate)

Conversion

\$927,150 to \$1,305,700 (excluding Real Estate)

End Cap

\$805,225 to \$1,268,300 (excluding Real Estate)

Smaller Units Available Upon Evaluation

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 Texas Chicken*® Franchise Disclosure Document for more information regarding the *Church's Texas Chicken*® franchise.

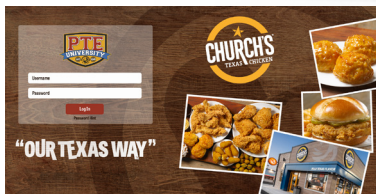


SUPPORT MARKETING



- Strategic New Market Entry Planning: Competitive assessment, brand positioning training and consumer research support
- Provide Business Intelligence: Brand tracker and market data to make data-driven decisions
- Grand opening support including a robust kit of assets
- Continual innovation through brand-initiated campaigns and initiatives to build brand equity
- Variety of innovative ready-to-launch products as limited-time offers
- Digital Off-Premise Channels Platform to Drive Sales: mobile app, online ordering
- Provide support to build annual market plans that drive awareness, sales and traffic growth
- Continual support for social media platforms
- Brand-led campaigns
- **Double-digit LTO sales mix %**
- **Customizable signage packages**
- **Targeted social media**
- **Search engine optimization**
- **Special event support**

OPERATIONS



*Robust E-Learning (LMS)
platform for ongoing training
and development*

Each new franchise is assigned a Regional Franchise Director (RFD) who provides essential ongoing support to aid in restaurant operations.

The RFD provides franchises with information and support on best practices that address development, training, budgeting, restaurant accounting, customer service, re-image and facility restaurant operations, and marketing. Our field operations team has extensive experience and is always available to share that knowledge.



*Interconnected tools for
conducting diagnostic restaurant
visits to drive operational
performance and profitability*

- **System initiatives**
- **Cascade training**
- **Executive in-restaurant and local store marketing activities**
- **Strategic business planning**
- **Training restaurants support including MIT training – 5-week course required attendance by owners and two managers per restaurant**



BLAZE BUILDING DETAILS

SITE SELECTION CRITERIA

LOT SIZE

Minimum of .5 acre (21,780sf) with 130' frontage

PARKING

Minimum of 14 parking spaces (or per local requirements)

TRAFFIC

Minimum of 20,000 VPD (vehicles per day) on main street

SEATING

12 or 28 depending on the building type. Exterior seating when appropriate a plus.

DRIVE-THRU

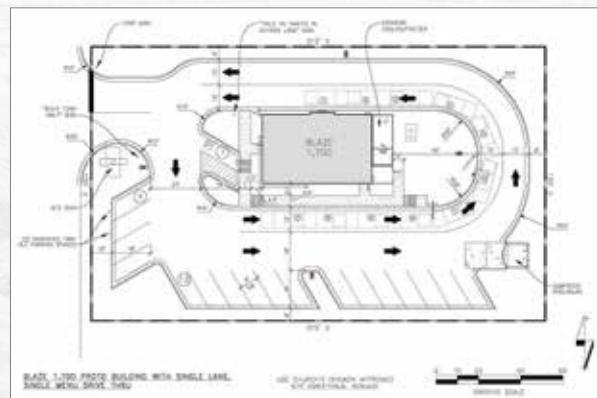
5-car stack from pick-up window to menu board

SIGNAGE

Must be able to maximize our typical sign package

SAMPLE SITE PLAN AND LAYOUT

Example below shows a 130' x 215' lot



FRIED CHICKEN HAS NEVER BEEN MORE POPULAR

What the stats below tell you is that there's never been a better time to take advantage of Church's Texas Chicken® multi-unit franchises for sale.

\$55B

U.S. MARKET SIZE OF THE
CHICKEN FRANCHISE
INDUSTRY IN 2022

\$9.85B

PROJECTED SIZE OF THE
TAKEOUT FRIED CHICKEN
MARKET BY 2030

9.6%

AVERAGE U.S. MARKET SIZE GROWTH
OF THE CHICKEN FRANCHISE INDUSTRY
BETWEEN 2017 AND 2022

Source: GlobeNewswire, "Take-Out Fried Chicken Market Overview" 2/21/23; IBISWorld, "Fast Food Chicken Franchises in the US - Market Size 2005-2028" 9/30/22

DELIVERING OUR BOLD FLAVORS TO EVERY CORNER OF THE WORLD

We were pioneers in Chicken-To-Go; it all started in 1952 as a small restaurant in San Antonio, Texas. Over 70 years later, Church's Texas Chicken® and Texas Chicken® have become one of the most important brands in the world. With non-stop growth, our operations extend to all regions of the globe.

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COUNTRIES
AROUND THE
GLOBE

+1,500

RESTAURANTS
ACROSS
ALL REGIONS

MESSAGE FROM OUR CEO

Our footprint is growing because our franchises are bringing the flavorful, legendary taste of Texas to guests around the world.

The vision of our brand is to become the global franchisor of choice. Every year, we strive to make that a reality by supporting our franchisees to build a successful and profitable business while living our company's values within a culture that delivers results.

Just like our bold brands, that is a big deal.

Joe Guith



GET IN TOUCH

churchs.com/franchising