



**THE THREE D'S THAT WILL KEEP
YOUR CHURCH'S TEXAS CHICKEN®
FRANCHISE COMPETITIVE:**

DELIVERY, DRIVE-THRU & DINE-IN





The quick-service restaurant (QSR) industry is an incredibly exciting and dynamic one, and any brand that wants to stay successful in it must always be responsive to consumer demands and industry trends. Nobody knows this better than [Church's Texas Chicken®](#).

We rely on seven decades of experience to not only keep our customers happy by serving wholesome and affordable menu items but also help our franchisees enjoy dependable and steady growth.

Our success is fostered in part by what we like to call:

The Three D's: Delivery, Drive-thru, & Dine-in

We make it easy for our franchisees to keep their customers happy by making it easy for their guests to enjoy our tasty menu items conveniently.

Keep reading to find out more about how today's QSR consumers are shaping our industry and how we use the three D's (plus one more: delicious!) to give our franchisees the competitive edge.



CONSUMERS WANT CONVENIENCE



Perhaps no other word defines the QSR sphere more than convenience; it's why millions of people turn to the industry every year and what they expect from it every time. More than ever, Americans lead busy lives, and the pandemic has prioritized convenient, contactless, off-site dining options.

STATISTICS (1) SUPPORT THIS FACT...

4.5X monthly

HOW OFTEN THE TYPICAL CONSUMER ORDERS DELIVERY

57%

THE PERCENT OF CONSUMERS WHO PREFER TAKE-OUT OR DELIVERY OVER DINE-IN

34%

THE PERCENT OF CONSUMERS WHO SPEND AT LEAST \$50 (2) WHEN ORDERING FOOD ONLINE

\$166

THE MONTHLY AMOUNT THE AVERAGE DINER SPENDS EATING OUT

In fact, 20% of consumers say they spend more on off-premise orders (3) compared to a dine-in experience, and digital ordering and delivery have grown 300% faster (4) than dine-in traffic since 2014, with the fast-food and fast-casual markets being the most popular for off-site dining.





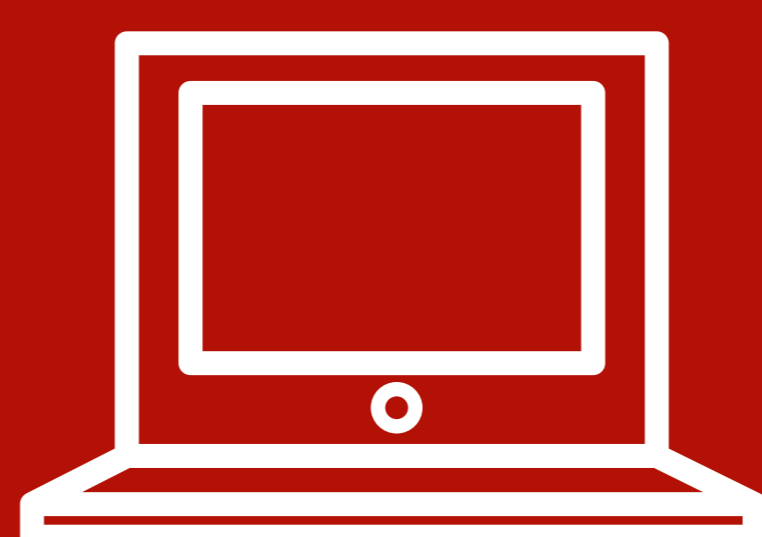
Smart and nimble QSR brands like Church's Texas Chicken® have paid close attention to these trends and have made sure to adjust their business models accordingly. We've always believed in making it easy for our guests to enjoy our fresh and affordable menu items, but we understand that now more than ever, it's important to offer them lots of choices that translate into streams of revenue for our franchise partners.

FOR THOSE GUESTS WHO PREFER AN OFF-SITE DINING EXPERIENCE, YOU'LL BE ABLE TO OFFER THEM THREE CONVENIENT WAYS TO ENJOY OUR MENU...



MOBILE APP

The Church's Texas Chicken® mobile app allows your customers to order ahead of time and get exclusive offers.



ONLINE

Our online ordering option allows customers to either pick up food themselves or have it delivered straight to their door via partners like Grubhub and DoorDash.



DRIVE-THRU

We offer franchisees a drive-thru option for their restaurant footprint that can really add to their bottom line.

Multiple revenue streams like these are not a given when comparing QSR brands, so as an investor, it's important to do your homework and decide on one that has the infrastructure in place to maximize your ROI.



PEOPLE STILL **LOVE**

THE RESTAURANT EXPERIENCE

While it's true that Americans are showing a preference for off-site dining, that doesn't mean they've said goodbye to a good old-fashioned dining experience, one that includes friendly service, an inviting atmosphere, and an exceptional menu —everything that the Church's Texas Chicken® dine-in experience has to offer.



Research shows (5) that 43% of Americans prefer to eat at restaurants — they like the social aspect of eating out and love the idea of no dishes to wash. In fact, the average American dines out three times a month (6). The casual dining experience is most popular, followed by fast food, fast casual, and others, which means brands that fall within these categories, like Church's Texas Chicken®, enjoy a distinct advantage.



Our new restaurant designs are catering to this important percentage of dine-in guests. They feature colorful murals, a warm color palette, wood-paneled accents, and more. But of course, no amount of atmosphere will make up for poor quality or a lackluster menu.



We are a legacy brand for a reason — our food! Our taste isn't trendy, flighty, or pretentious. It's authentic and real and represents an unbeatable value for handmade and fresh fried chicken, savory sides, and more, for timeless flavors that are simply too good to resist.

OUR INDUSTRY IS SIZZLING

Your Church's Texas Chicken® territory of restaurants will capitalize on a fried chicken market that's hot and showing no signs of slowing down. Americans love fried chicken, and according to one survey (7), 49% will eat it at least once a week. The global off-site market (8), in particular, is explosive...

\$6.5B

The global fried chicken take-out market in 2022

\$10.52B

The projected market worth in 2032

5.50%

Projected CAGR from 2022 to 2032

When you become part of our recognized and respected brand, you'll join an industry leader, one with over 1,500 restaurants in 24 countries around the world. You'll benefit from our unwavering commitment to your success, demonstrated through our ongoing marketing support, research and development, menu innovations, and much more.

Our seven decades of success is no accident, and we're exceptionally proud of our heritage and our history. If you've got QSR experience and the resources to grow your territory to include five restaurants built out over five years, we can't wait to hear from you!

1. US Foods; The Diner Dispatch: 2023 American Dining Habits
2. Statista; US Online Food Order Ticket Size
3. Restaurant Business; The Stats Are In: Consumers Are Upping Restaurant Delivery
4. Nation's Restaurant News; Restaurant Takeout and Delivery Are Taking a Bite Out of Dine-In Traffic
5. US Foods; The Diner Dispatch: 2023 American Dining Habits
6. Ibid
7. Iheart radio; How Many of Us Eat Fried Chicken Every Day?
8. Market Research Future; Take-Out Fried Chicken Market Research Report Information by Type



**READY TO START YOUR FRANCHISE JOURNEY WITH US?
LET'S START THE CONVERSATION! REACH OUT TODAY.**