



**EXPLORE THE PATH  
TO THE 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.



## George W. Church

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.

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.



# 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**





## WHY **CHURCH'S TEXAS CHICKEN**®

As a leader in the growing chicken category, *Church's*® flavors are delivering some serious momentum with an expectation of more positive growth! 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 be the most loved global chicken brand, serving guests our legendary flavors at a compelling value.

### OUR MISSION

To serve communities from all walks of life the taste they crave at a price within reach, creating opportunities for team members while driving franchisee profitability.

### OUR VALUES

Do the right thing!  
Work together!  
Honor diversity!  
Show you care!  
Make it fun!  
Play to win!

### OUR CULTURE

**CELEBRATE** **APPRECIATE** **RESPECT** **EVERYONE**



# BECOME PART OF OUR EVER-GROWING FAMILY

## WHAT YOU BRING TO THE TABLE

### INITIAL INVESTMENT FEES

Development Fee	\$10,000 / Restaurant
Franchise Fee, 20-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

#### 1000 Blaze Compact Model

\$1,119,150 to \$1,631,300 (excluding Real Estate)

#### 1400 Blaze Model

\$1,306,724 to \$1,803,972 (excluding Real Estate)

#### 1700 Blaze Model

\$1,609,600 to \$1,896,300 (excluding Real Estate)

#### Conversion

\$743,038 to \$1,305,700 (excluding Real Estate)

#### End Cap

\$648,866 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

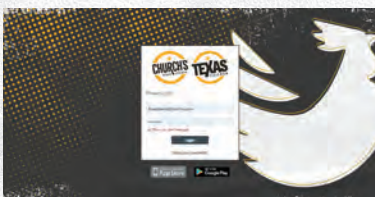
## MARKETING



- Strategic New Market Entry Planning: Competitive assessment, brand positioning training and consumer research support
- Business Intelligence: Provide brand tracker and market data to make data-driven decisions
- Grand Opening Support: Robust kit of assets, brand merchandise and event playbook ideas
- Brand-initiated campaigns and activations to build brand equity
- Limited-Time Offers: Continual variety of ready-to-launch products
- Digital & Off-Premise Platforms: Conversion-optimized ordering platforms offering delivery and pick-up in the Church's® app and online to build sales
- Annual Market Plans: Guidance with building plans to drive awareness, sales and traffic growth
- Continual support for social media platforms
- Brand-led campaigns
- National Loyalty Program: Highly competitive national loyalty program, Church's Real Rewards,™ to drive guest frequency and retention

- **Fully vetted and tested marketing calendar**
- **Search engine optimization**
- **Customizable signage packages**
- **Special event support**
- **Targeted social media**
- **Robust loyalty program**

## OPERATIONS



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



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

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

The RFD provides franchisees 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.

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





# BLAZE BUILDING DETAILS

## SITE SELECTION CRITERIA

### UNIT SIZE

1,000-1,800 sf

### 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

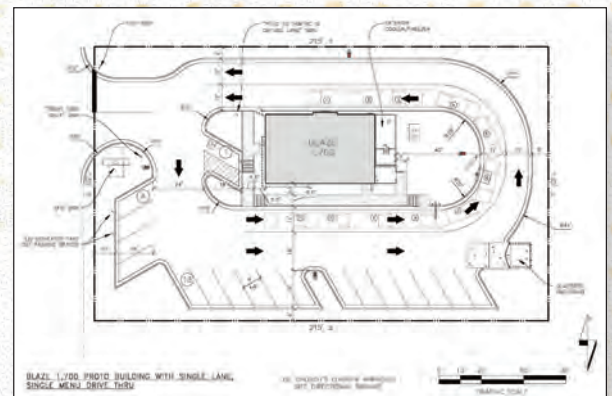
12 or 28 depending on the building type. Exterior seating when appropriate a plus.

### DRIVE-THRU

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

### 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® multi-unit franchises for sale.

**\$59B**

**U.S. MARKET SIZE OF THE  
CHICKEN FRANCHISE  
INDUSTRY IN 2023**

**\$9.85B**

**PROJECTED SIZE OF THE  
TAKEOUT FRIED CHICKEN  
MARKET BY 2030**

**8.1%**

**AVERAGE U.S. MARKET SIZE GROWTH  
OF THE CHICKEN FRANCHISE INDUSTRY  
BETWEEN 2018 AND 2023**

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.

**23**

**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.

*Roland Gonzalez*

**GET IN TOUCH**

[churchschickenfranchise.com](https://churchschickenfranchise.com)

