



PLATINUM INCENTIVE PROGRAM



\$1,487,436**
TOP QUARTILE AUV

\$1,000,000+***
DOMESTIC SYSTEM AUV

Qualifications

- Minimum of five years of current restaurant operations experience
- 3 years of QSR experience
- Financial requirements consist of a minimum of \$1MM liquid capital to invest and \$2MM in net worth

Incentive

5-unit minimum

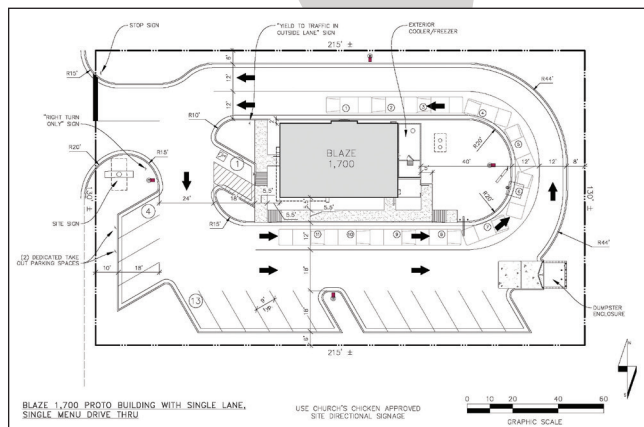
Waiving of \$15,000 initial franchise fee per location*

Grand Opening Funds: \$4,000

Royalty: Year 1-0% | Year 2-2% | Year 3-3% | Year 4-4%

SAMPLE SITE PLAN AND LAYOUT

Example below shows a 130' x 215' lot



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

BLAZE BUILDING DETAILS

Site Selection Criteria

UNIT SIZE

1,000-1,800 sf

LOT SIZE

Minimum of .5 acre (21,780 sf) 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

*This is not an offer of a franchise. We offer franchises only with the delivery of our current Franchise Disclosure Document. *Currently offering a "Platinum Incentive Plan" for qualified franchisees. Must be willing to sign a Development Agreement with a 5-year term which includes a minimum of 5 Restaurants, with at least 1 Restaurant opened each year from the date of the Development Agreement. **Average Unit Volume for free-standing restaurants with drive-thrus. The data was submitted to us by franchisees for royalty reporting and is presented in Item 19 of our 2023 FDD along with additional performance data. If you purchase a franchise, your results may differ. We cannot guarantee your success and you accept the risk of not achieving the stated amounts. ***Domestic System AUV is the Average Unit Volume for free-standing Blaze reimaged restaurants.*

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

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



Contact

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