

WE'RE BRINGING THE FLAVORFUL,
LEGENDARY
TASTE OF TEXAS
TO THE WORLD



 franchise.texaschicken.com

 franchise.churchstexaschicken.com

BOLD TEXAS FLAVOR



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. Our great brand 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. We are 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 awhile 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 deliver our product profitably, at low cost, and with **A MORE EFFICIENT USE OF CAPITAL AND EMPLOYEES.**



George W. Church
San Antonio, Texas



WHAT MAKES US BOLD?



WE'RE BOLD FLAVORS, BOLD SIZES, BOLD AT HEART.

We search the globe to find new exciting seasonings and spices, taking heat to the next level with meals made from scratch and with flavors as big as Texas. Our unapologetic, fun & adventurous spirit is what drives us to take risks to satisfy every taste, every crave, every hunger for adventure.

MISSION

**TO BECOME THE GLOBAL
FRANCHISOR OF CHOICE.**

VISION

**WE CREATE THE CRAVE FOR THE
AUTHENTICALLY
UNIQUE FLAVOR
OF TEXAS.**



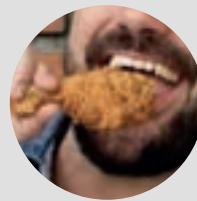
BRAND VALUES

What's inside matters. Our brand values outline the core of who we are and the ideals we are committed to every day.



PUSHING BOUNDARIES

The only boundaries we have are those we create ourselves. Our people fearlessly and energetically raise the bar — in everything we do. Together, we creatively seek uniqueness in a demanding and competitive space. We challenge each other into a new frontier of innovation...cuz we rule the roost!



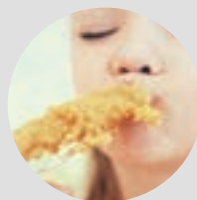
THE POWER OF SIMPLICITY

We know consumers' lives can be busy—and we can help. We provide honest, handmade meals from a straightforward menu to satisfy every appetite. We don't overcomplicate what's simply perfect.



REFUSING TO COMPROMISE

Relentless pursuit of perfection takes hard work. It means never taking the easy route, and never cutting corners. We double down on consistency, on quality, on flavor. Real food that tastes real good made with real conviction. Each of us — frontline to franchisee — hold each other accountable to this every day.



HONORING OUR HERITAGE

We celebrate where we come from by not messing with perfection. We connect the taste of Texas with the globe. Our people encourage sharing of moments, experiences, and really good food. We bring crafted and wholesome meals for any type of family and the communities in which we serve.

FRANCHISEE PROFILE



FOOD SERVICE
AND/OR RETAIL
EXPERIENCE



PROVEN TRACK
RECORD OF
SECURING
HIGH-QUALITY
REAL ESTATE



PREFER
MULTI-UNIT
CONCEPT
PORTFOLIO
COMPANY



SHARED
VALUES



PRIVATE
EQUITY
GROUPS WITH
QUALIFIED
OPERATING
PRINCIPAL

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

FRANCHISE APPROVAL PROCESS

1 Contact

Fill Church's Texas Chicken™/Texas Chicken™ Questionnaire at franchise.texaschicken.com

2 Introduction

- Webinar Attended
- Regional Leader Interview
- Introduction to Franchisee Ambassadors
- In-Market Visit to Candidate's Country and Offices
- Franchisee Sales Disclosure Document (if requires by local law)

3 Development Area and Schedule Confirmed

4 Franchise Approval Process Due Diligence

- Application Form
- Confidentiality Agreement
- Business Plan and Financial Model
- Background Check
- Financial Qualification
- Developer Entity

5 Agreement signature

- Signature of International Multi-Unit Franchise Development Agreement

6 Onboarding & New Franchise Orientation Program

7 New Restaurant Opening



BECOME PART OF OUR EVER-GROWING FAMILY



BRINGING THE FLAVORFUL LEGENDARY TASTE OF TEXAS TO THE WORLD!

WHAT YOU BRING TO THE TABLE FEES

Development Fee	\$10,000 / restaurant
Franchise Fee, 10-year term	\$20,000 / restaurant
Optional Renewal Fee, 10 years	\$10,000 / restaurant
Royalty Fee	5% of gross sales
Brand Build Fund	1% of gross sales
Local Marketing Commitment	4% of gross sales



ESTIMATED TOTAL INITIAL INVESTMENT

A range of US\$250,000 to US\$1,262,000 depending on venue type (real estate excluded).

Venues include food court, mall, in-line, and free-standing with drive-thru.

Please know we do not do sub-franchising as a part of our business model.

Also, there is no negotiation on any of the fees or terms.

The cost data above is a summary of the experience of some of our franchisees in some of the countries we do business in. Your investment requirements may vary and could be lower or higher, depending on the country and the supply chain for certain items. A more country-specific set of estimates will be provided to you during the franchise approval process.

OPERATIONS SUPPORT



Each new franchisee is assigned a Regional Franchise Manager (RFM) who provides essential ongoing support to aid in all day-to-day restaurant operations.

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

- Strategic Business Planning
- Training Restaurants Support including MIT Training - (5) week course required attendance by Owners and two managers per restaurant
- System Initiatives
- Cascade Training
- Execute In-Restaurant and Local Store Marketing activities

SUPPLY CHAIN FOOTPRINT

Our supply chain and quality assurance teams work hand in hand to ensure your food, packaging, equipment, and distribution services are top performing and provide your restaurants with all the materials and equipment needed to consistently deliver the great tastes of Texas to your guests following our high standards and ensuring food safety.

We always think locally first, act regionally, and leverage our purchasing capability globally. This means we will always try to source products that meet the brand's specifications locally whenever possible. When products cannot be cost-effectively sourced locally, we then look next to regional supply sources. All of this is part of how we focus both on quality products and your business profitability.



Supply Chain and QA will focus on:



Core menu and ingredients



Kitchen systems



Distribution



High-quality QA systems

Our goal is to provide your restaurant business the highest quality at the best landed cost.

GLOBAL MARKETING AND LOCAL INNOVATION

- Strategic New Market Entry Planning: Competitive assessment, brand positioning training, consumer research support, and menu option recommendations that are locally relevant.
- Provide Business Intelligence: Brand Tracker and Market data to make data-driven decisions
- Grand opening support including a robust kit of assets
- Perpetual 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
- Ongoing support for Social media platforms.
- Brand-led international campaigns.

- Sales And Traffic Building Limited Time Offer Promotions
- Local Cultural Relevancy & Flavor Acceptance
- Speed To Market and Adaptation to Local Food Trends
- Realize Regional Efficiencies With Cross-market Promotions



REAL ESTATE / CONSTRUCTION

HOW OUR REAL ESTATE TEAM SUPPORTS YOU:

- Establishing territories/trade areas
- Working with brokers and franchisees to locate and recommend high-potential trade areas
- Assisting franchisees with identification of quality sites within the trade area
- Site Visits
- Site Acceptance Request
- Committee Decision
- Support during the whole process
- Restaurant layout
- Signage and core brand elements
- Equipment and small wares



STRATEGIC MARKET MAPS



BLAZE IMAGE DRIVE - THRU RESTAURANT

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. 70 years later, *Church's Texas Chicken™* and *Texas Chicken™* have become one of the most important QSRs in the world. With non-stop growth, our brand has extended operations through all regions of the globe.

26
COUNTRIES
AROUND THE GLOBE

+1,500
RESTAURANTS
ACROSS THE REGIONS

3RD LARGEST
FRIED CHICKEN QSR
IN THE WORLD

GET STARTED NOW!
**OUR GLOBAL
OPPORTUNITIES**



MESSAGE FROM OUR CEO

Our international footprint is growing because our franchisees 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

WATCH OUR FRANCHISE VIDEO
CLICK HERE

GET IN TOUCH

Ignacio Barbadillo

Director, International New Business Development
ibarbadillo@texaschicken.com

FOR MORE INFORMATION, VISIT US AT

 franchise.churchstexaschicken.com

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