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Culinary Delights Born in a Garage Test Kitchen Define Start of the “Better Chicken Segment”
High School Friends on a Mission to Bring Southern Hospitality to 600 Communities Nationwide

FAYETTEVILLE, Ark. – Like almost any truly life-changing concept, [REDACTED] humble beginnings in a garage test kitchen in 2002 have led the brand to a position where they are emerging as the leaders of a “better chicken segment.”

Focusing on chicken and chicken only, the brand has developed a niche in its region for quality chicken that won’t be found anywhere else; thus the “better chicken segment” is born and ready to be shared with the world. Guests can order chicken tender or chicken wing meals and count on them being fresh, tender and paired with their choice of eight handmade dipping sauces or eight handmade wing sauces for an unparalleled flavor.

Through culinary innovation, this down-home southern brand has been able to perfect its fresh, hand-breaded chicken tenders and handmade dipping sauces, earning high praises from customers and critics alike and developing loyal fans that just can’t get enough.

With established consumer success in its home state of Arkansas and a growing following in Oklahoma and Texas, this soulful fast-casual brand is poised for smart, consistent growth as a national franchise brand.

Co-Founders [REDACTED] never intended for [REDACTED] to stay in Fayetteville.

“The vision has always been to share traditional southern hospitality with communities across the country,” [REDACTED] said. “Although we strive for the convenience and affordability of fast casual, the culinary experience guests receive with our high quality food and cool atmosphere is certainly something to be enjoyed not just by those in our own backyard, but by people from coast to coast.”

With 13 restaurants open today and a 14th set to open in the second quarter of 2014, the emerging franchisor has set a healthy growth goal of signed commitments for 50 new restaurants by the end of the year.

“Our long-term goal has always been the same, and now we are positioned to go after it with laser focus,” [REDACTED] said. The co-founders intend to have 600 commitments for [REDACTED] restaurants nationwide within the next 11 years.

“Based on the incredible success and almost cult-like following our restaurants have developed, we know franchising is the best mechanism for growth on a national scale, however we want to continue to grow alongside our franchisees,” [REDACTED] added.

[REDACTED] will grow with a defined strategy, in which the brand will expand corporately in new markets as well as through franchising. This will allow brand leaders to continue to invest in the brand and its development while also gaining an understanding of the landscape in order to effectively support franchisees in each territory.

“We’re looking for individuals with entrepreneurial spirits to bring [REDACTED] to new communities, so that people everywhere can enjoy a neighborhood spot where the food is honest, meals are social, and the door is always open,” [REDACTED] said.

Each [REDACTED] restaurant occupies a unit footprint of approximately 2,900 square feet and has significant economic benefits to the local community through the addition of 30-50 new jobs. The development requirements are in line with expectations of a polished brand. [REDACTED] is actively seeking well-qualified franchisees that can commit to a minimum of three-unit development deals in a market. Details about the investment opportunity can be found at [REDACTED].

The executive team at [REDACTED] intends to maintain about 10 percent corporate ownership as the brand continues to grow. This strategic growth strategy lends to a strong support system as the brand continues to branch out to new communities. Dallas, San Antonio and Houston, Texas will be among the first markets targeted for new development. “We’re confident [REDACTED] will naturally integrate in new communities, because above all else, we have a quality product that speaks for itself,” [REDACTED] said.

Fresh ingredients and transparency of the source of food is more important to consumers now than ever before. With minimal freezer space in every restaurant, a commitment to homemade recipes and strong supplier partnerships, [REDACTED] is a restaurant consumers can trust to make food they feel good about eating.

“[REDACTED]” is a phrase used by customers today to describe [REDACTED]. This endearing phrase does come in part from the down home, wholesome food, but it’s also about the people. Founded by high school friends who know the meaning of being there for one another, [REDACTED] has been brought up as a brand with a passion for people.

The people of [REDACTED], from the executive staff to the franchisees, to the managers and restaurant staff are committed to serving the communities in which they live and work with enthusiasm and compassion. Whether it’s a fundraiser, a food donation or the hosting of a community event, the brand has developed a reputation as one that can be counted upon to come through for local people.

Even the name “[REDACTED]” is a testament to the brand’s good ol’, down-home southern nature. Ask [REDACTED] the story behind the legendary name, and he’ll give you a simple answer: “Mom.”