



## Chickn Dipn Franchising Opportunities

Welcome to the exciting world of **Chickn Dipn**! As we continue to expand and share our irresistible, finger-licking good chicken and dips with the world, we're looking for passionate, motivated individuals to join our growing family through our franchise program.

### Why Chickn Dipn?

At **Chickn Dipn**, we're not just serving food; we're serving an experience. Our unique concept blends high-quality, flavorful fried chicken with an array of delicious, chef-inspired dips. It's a craveable combination that keeps customers coming back for more. With a proven business model, a strong brand, and a loyal customer base, Chickn Dipn is poised for significant growth—and we want you to be a part of it. The brand offers two models, Street Front from 1000 to 3000 square feet and Food Court from 400 square feet.

### The Chickn Dipn Advantage

1. **Proven Success:** Our business model is tested and successful, with streamlined operations that maximize efficiency and profitability.
2. **Strong Brand:** Chickn Dipn stands out for its bold, fun, and memorable brand, offering something different in the chicken category.
3. **Delicious, Unique Menu:** Our focus on high-quality, flavorful fried chicken and innovative dips is a recipe for success. Customers love our diverse menu, and there's something for everyone.
4. **Comprehensive Support:** From site selection to grand opening, ongoing training, marketing assistance, and operational guidance, we are committed to your success.

# Who We're Looking For

We're looking for motivated, entrepreneurial individuals who are passionate about food and customer service. Ideal franchisees will possess:

- A strong desire to run and grow a business
- Previous management or business ownership experience (restaurant or retail is a plus)
- An entrepreneurial mindset and a commitment to delivering exceptional customer experiences
- Strong communication and leadership skills
- The financial capacity to invest in a franchise

# Franchisee Support

When you join the Chickn Dipn family, you're not alone. We provide comprehensive support at every stage of your franchise journey:

- **Initial Training:** You'll receive in-depth training in restaurant operations, marketing, and customer service.
- **Ongoing Support:** Our team will work with you on site visits, operational assessments, and regular check-ins to ensure continued success.
- **Marketing Assistance:** You'll benefit from local and national marketing programs designed to drive traffic and build brand recognition.
- **Supply Chain Support:** We've built strong relationships with trusted suppliers, so you can rest assured knowing you're getting the highest quality ingredients at competitive prices.

# How It Works

1. **Apply:** Complete our franchise application and tell us why you'd be a great fit for the Chickn Dipn brand.
2. **Discovery Day:** Attend a meeting or online call, and learn more about our franchise opportunity.
3. **Franchise Agreement:** Once we're both ready, we'll work together to sign the franchise agreement and set the stage for your success.

4. **Site Selection & Training:** We'll assist in selecting the perfect location and provide you with all the training and resources needed to launch your Chickn Dipn location.

5. **Grand Opening & Ongoing Support:** We'll be with you every step of the way to help you open your restaurant and drive success for years to come.

## Investment & Fees

The initial investment required to open a Chickn Dipn franchise varies depending on location, size, and other factors. However, our typical franchisee investment includes:

- **Franchise Fee:** \$25,000 (depending on the market and country)
  - Royalty Fee: 6%
  - Marketing Fee: 2%
- **Initial Setup & Equipment:** \$75,000 (depending on market and country)
- **Real Estate & Lease:** Varies by location
- **Working Capital:** Will vary depending on market and country

Our team will provide a detailed breakdown and financial overview to help you understand the investment required to get started.

## Ready to Join the Chickn Dipn Family?

If you're excited about the opportunity to bring the Chickn Dipn experience to your community, we'd love to hear from you. Fill out the form below to begin the conversation and take the first step toward becoming a Chickn Dipn franchisee.

Application Link:

Menu Link:

## Contact Us

For more information, please contact our franchising team at:

**Email:** [franchise@chickndipn.com](mailto:franchise@chickndipn.com)

**Phone & WhatsApp:** +1-604-825-8867

**Website:** <https://www.chickndipn.com/>

Let's create something special together—**Chickn Dipn** is ready for expansion, and we want you to be a part of it!



## Master Franchise Opportunity

Owning a Chick'n Dip'n Master Franchise offers several compelling advantages for potential investors or entrepreneurs. Here are the key benefits:

### Proven Business Model

- **Established Success:** Chick'n Dip'n has a successful track record, which means that the franchise has already gone through the trial-and-error phase. By purchasing a master franchise, you're buying into a business with a proven system, which reduces risk.
- **Operational Support:** You get access to well-defined operational procedures, training programs, and support that help streamline the opening and running of new locations.

### Exclusive Territory

- **Geographical Control:** As a master franchisee, you will have exclusive rights to a particular region or territory. This gives you the power to develop the brand in your area without competition from other franchisees within the same network.
- **Higher Growth Potential:** The exclusivity allows you to strategically open multiple locations, maximizing market penetration and growing your business rapidly.

### Brand Recognition

- **Strong Brand Identity:** Chick'n Dip'n is likely to have an established and recognizable brand, which brings instant customer awareness and trust.
- **Marketing Support:** You will benefit from national marketing campaigns and promotional materials developed by the franchisor, saving on the costs and effort of creating marketing strategies from scratch.

## Training and Support

- **Comprehensive Training:** As a master franchisee, you will receive in-depth training not only on the operational side but also on how to manage and grow sub-franchises in your territory.
- **Ongoing Support:** The franchisor will provide continuous support in terms of marketing, business development, and operational best practices, ensuring your business runs smoothly.

## Revenue from Sub-Franchisees

- **Multiple Revenue Streams:** In addition to the revenue from your own locations, you'll also earn from the fees and royalties paid by sub-franchisees. This model can lead to a more passive income stream as you manage multiple franchises in your territory.
- **Scalability:** With the opportunity to open and operate multiple locations and recruit other franchisees, the scalability potential is significant.

## Lower Risk

- **Reduced Risk of Failure:** Since the Chick'n Dip'n brand and operational systems have already been proven, the risk of failure is much lower compared to starting an independent business from scratch.
- **Industry Demand:** The food industry, particularly the chicken-based food segment, continues to see strong demand, providing a stable foundation for growth.

## Faster Expansion

- **Speed to Market:** As a master franchisee, you can leverage the franchisor's resources to rapidly expand in your region. The streamlined processes and established supply chain will allow you to open new locations more quickly and efficiently.
- **Market Penetration:** The ability to open several locations at once, either under your own operation or by franchising to others, means you can capture a significant share of the local market faster.

## Access to Supply Chain and Vendor Networks

- **Established Vendor Relationships:** Chick'n Dip'n likely has established relationships with suppliers, which can provide better pricing, quality, and consistency. As a master franchisee, you'll have access to these benefits.
- **Economies of Scale:** With multiple locations under your control, you benefit from economies of scale, which can lead to better profit margins and more efficient operations.

## Innovative Products

- **Menu Evolution:** As part of a franchise network, you'll have access to new products and menu innovations that are developed and tested by the franchisor, keeping your business fresh and competitive.
- **Consumer Appeal:** Chick'n Dip'n may offer unique, differentiated food items that appeal to customers, increasing foot traffic and customer loyalty.

## Stronger Negotiation Power

- **Leverage of Brand:** With multiple locations, you'll have more influence in negotiations with suppliers, landlords, and other partners. This can result in better contracts and more favorable terms for your business.

Owning a Chick'n Dip'n Master Franchise allows you to benefit from a robust, proven system with exclusive territorial rights and the ability to scale rapidly, all while minimizing the risks typically associated with launching a new business.

## Investment & Fees

The initial investment required for a Chick'n Dip'n master franchise varies depending on region, country and location. However, our typical master franchisee investment includes:

- **Master Franchise Fee:** From \$50,000
  - **Sub-Franchise Fee:** \$25,000 (Master Franchisee will receive 50%)
  - **Royalty Fee:** 6% (Master Franchise will receive 50%)
  - **Marketing Fee:** 2% (from each Sub-Franchisee)
- **Initial Setup & Equipment:** from \$75,000 to \$150,000 depending on the country.
- **Real Estate & Lease:** Varies by location
- **Working Capital:** Varies by location

Our team will provide a detailed breakdown and financial overview to help you understand the investment required to get started.

## Ready to be a Chickn Dipn Master Franchisee?

If you're excited about the opportunity to bring the Chickn Dipn experience to your market, we'd love to hear from you. Fill out the form below or send company profile to begin the conversation and take the first step toward becoming a Chickn Dipn franchise partner.

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# Industry and Market Information

The chicken tenders and fingers restaurant business is a subset of the broader **quick-service restaurant (QSR)** and **fast-casual dining** sectors. This niche has grown significantly in recent years, with many operators focusing on a specialized menu around chicken tenders, wings, and fingers as their core offerings. The market for chicken tenders in restaurants benefits from the increasing popularity of comfort foods, the demand for convenient dining experiences, and the consistent popularity of chicken as a protein source.

Here's an overview of the market and industry information for the **chicken tenders and fingers restaurant business**:

## 1. Market Overview

- **Market Size and Growth:** The **U.S. chicken tender restaurant segment** is valued in the billions of dollars, contributing significantly to the overall QSR and fast-casual dining industry. The **chicken-focused fast-food segment** is experiencing annual growth of around **4-6%**, driven by consumer demand for convenient, high-quality, and affordable dining options.
- **Trends Driving the Industry:**
  - **Rising Popularity of Fast-Casual Dining:** The increase in consumer preference for fast-casual dining concepts, where customers enjoy high-quality, customizable meals in a quick-service setting, has directly benefited chicken finger concepts. These types of restaurants typically emphasize high-quality chicken, various dipping sauces, and customizable meal options.
  - **Specialized Menus:** Chains focusing on chicken tenders and fingers are gaining traction by specializing in a single food item. This model allows them to streamline operations and create a niche market of loyal customers.
  - **Family-Friendly Appeal:** Chicken tenders and fingers are often considered a "kid-friendly" meal, attracting families to the restaurants. Their portability and ease of eating also make them a hit in takeout and delivery channels.

## 2. Key Consumer Trends

- **Demand for Customization:** Consumers increasingly seek customized meals, including variations in breading, seasoning, and dipping sauces. This trend encourages restaurants to offer unique flavor combinations and limited-time offerings (LTOs).
- **Health-Conscious Options:** Healthier versions of chicken tenders (e.g., baked, grilled, or air-fried) are rising in popularity due to growing awareness of healthy eating habits.



Restaurants that cater to this demand by offering lighter versions of their menu items are seeing increased customer retention.

- **Convenience & Delivery:** The COVID-19 pandemic accelerated the shift toward online ordering, delivery, and takeout, and this trend has continued. Restaurants that offer chicken tenders as part of a quick and easy meal for delivery or takeout have benefited.

### 3. Industry Drivers

- **Consumer Preference for Chicken:** Chicken continues to be a top protein choice among consumers due to its affordability, versatility, and perception as a healthier option compared to other meats (e.g., beef, pork).
- **QSR and Fast-Casual Dominance:** The QSR industry, which makes up a significant portion of the restaurant industry, continues to expand, with chicken tenders and fingers becoming a key menu item at both large chains and smaller, specialized operators.
- **Franchise Growth:** Many chicken tender and fingers restaurant chains are franchises, providing an opportunity for growth through franchisee partnerships. Franchise models have proven successful due to their standardized operations, brand recognition, and proven business concepts.

### 4. Leading Brands in the Chicken Tender and Fingers Restaurant Business

Several chains have emerged as leaders in the chicken tenders and fingers niche, with a mix of regional and national presence:

#### A. Leading Brands

##### 1. Raising Cane's

- **Overview:** Raising Cane's is perhaps the most prominent and fastest-growing chain specializing in chicken tenders. It has a very focused menu centered around chicken tenders, fries, coleslaw, Texas toast, and Cane's Sauce.
- **Founded:** 1996 (Baton Rouge, Louisiana)
- **Sales:** Raising Cane's has been experiencing explosive growth, with revenue surpassing **\$2 billion** in 2023.
- **Locations:** Over 600 locations primarily in the U.S.

##### 2. Zaxby's

- **Overview:** Zaxby's is a regional fast-casual restaurant chain offering chicken fingers, wings, sandwiches, and salads. Known for its sauce variety and high-quality chicken, Zaxby's has a strong customer base in the Southeastern U.S.
- **Founded:** 1990 (Statesboro, Georgia)
- **Sales:** Zaxby's generates an estimated **\$1.6 billion** in annual sales.
- **Locations:** Over 900 locations primarily in the Southeast USA.

##### 3. Wingstop

- **Overview:** Though known for wings, Wingstop also serves chicken tenders as part of its offerings. It is a popular choice for those seeking flavorful chicken in a fast-casual setting.
  - **Founded:** 1994 (Dallas, Texas)
  - **Sales:** Wingstop's total sales exceeded **\$2 billion** in 2023.
  - **Locations:** Over 1,500 locations primarily in the U.S.
4. **Chick-fil-A**
- **Overview:** While Chick-fil-A is mainly known for its chicken sandwiches, it offers chicken tenders (called Chick-fil-A Nuggets) as part of its menu. Chick-fil-A has one of the largest shares of the chicken tender market.
  - **Founded:** 1967 (Hapeville, Georgia)
  - **Sales:** Chick-fil-A has a staggering **\$15 billion** in annual revenue, with its chicken tenders contributing significantly to that figure.
  - **Locations:** Over 2,600 locations primarily in the U.S.
5. **Slim Chickens**
- **Overview:** Slim Chickens is a fast-casual chain that focuses on fried chicken tenders, wings, and sandwiches. Known for its fresh, hand-breaded chicken tenders, it has expanded rapidly, especially in the U.S.
  - **Founded:** 2003 (Fayetteville, Arkansas)
  - **Sales:** Slim Chickens generates approximately **\$250 million** in annual sales.
  - **Locations:** Over 200 locations in the U.S. and international expansion.
6. **PDQ (People Dedicated to Quality)**
- **Overview:** PDQ is a growing chain offering hand-breaded chicken tenders and sandwiches, focusing on fresh, high-quality ingredients.
  - **Founded:** 2009 (Tampa, Florida)
  - **Sales:** Estimated annual revenue of **\$200 million**.
  - **Locations:** Around 80 locations, mostly in Florida and Texas.

## B. Average Sales and Growth

- **Average Sales per Location:**
  - Chains like **Raising Cane's** and **Zaxby's** typically report **average sales per unit (ASPU)** are **\$4 million** annually, depending on location and market conditions.
  - Smaller chains or newer entrants (e.g., **Slim Chickens** and **PDQ**) generally have lower ASPUs, ranging from **\$1.5 million** per location.
- **Growth Trends:**
  - Many of these brands are growing rapidly, with **Raising Cane's** and **Zaxby's** reporting robust expansion plans, particularly in untapped markets in the U.S. and limited internationally.
  - The pandemic has spurred innovation in delivery and takeout, further bolstering sales for chains that emphasize quick service and quality products, such as chicken tenders.

## Conclusion

1. The chicken tender and fingers restaurant business is a fast-growing segment of the QSR and fast-casual dining industries, driven by consumer demand for convenient, affordable, and customizable dining options. Leading brands like **Raising Cane's**, **Zaxby's**, **Chick-fil-A** and **Wingstop** continue to dominate the U.S. market, with strong growth prospects mostly limited to the U.S. market. The trend toward specialized chicken concepts is expected to continue, especially in International Markets and as operators innovate in menu offerings and adapt to changing consumer preferences.

# CHICKN DIPN COMBOS



## THE BOX COMBO 1250 - 1440 Cal

4 Chicken Tenders

Fries, 1 Dipn's Sauce,  
Texas Toast, Coleslaw,  
Drink



## THE 3 TENDER COMBO 1020-1120 Cal

3 Chicken Tenders

Fries, 1 Dipn's  
Sauce, Texas  
Toast, Drink



## THE DIPN COMBO 1790 - 2040 Cal

6 Chicken Tenders

Fries, 2 Dipn's Sauces,  
Texas Toast, Coleslaw,  
Drink



## The SANDWICH COMBO 1080 - 1270 Cal

3 Chicken Tenders

Dipn's Sauce, Lettuce,  
Toasted Bun, Fries,  
Drink



## THE KIDS COMBO 630 - 740 Cal

2 Chicken Tenders

Fries, 1 Dipn's Sauce,  
Kids Drink



## EXTRAS

Chicken Tender	130 Cal
Dipns Sauce	190 Cal
Fries	390 Cal
Texas Toast	140 Cal
Coleslaw	100 Cal



## DRINKS

Freshly-squeezed Lemonade, and fountain drinks available. If you're feeling extra thirsty, take a JUG home!

DRINKS	Kids 12 oz	Regular 22 oz	Large 32 oz	Jug 1 gal
Lemonade	90 cal	180 Cal	240 cal	110 Cal/8 oz
IceTea	90 cal	140 cal	190 cal	90 Cal/8 oz
Fountain Drinks	0 cal	0 cal	0 cal	0 Cal/8 oz

0 cal	0 cal	0 cal
90-100 Cal	160-190 Cal	210-250 Cal

## PARTY TRAYS

25 Tenders

50 Tenders

75 Tenders

100 Tenders

190 Cal/1.5 oz Sauce  
130 Cal/Chicken Tenders



[www.chickndipn.com](http://www.chickndipn.com)