



Chickn Dipn Opportunity

We are excited to introduce you to *Chickn Dipn*, an innovative and dynamic brand that is redefining the casual dining experience with a focus on fresh, flavorful, and fun chicken tenders. Our concept is simple: delivering crave-worthy chicken tenders paired with a variety of unique dipping sauces in a fast-casual environment designed to bring people together.

As we expand our footprint, we're looking to partner with landlords who share our passion for community, great food, and the potential for long-term success. We believe *Chickn Dipn* offers an exciting opportunity to be part of a growing brand that brings people in—and keeps them coming back.

Let's walk you through our vision, what sets us apart in a competitive marketplace, and how *Chickn Dipn* can thrive in your location. Let's dive in!

Why Chickn Dipn?

At **Chickn Dipn**, we're not just serving food; we're serving an experience. Our unique concept blends high-quality, flavorful chicken tenders 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 chicken tenders 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.

Contact Us

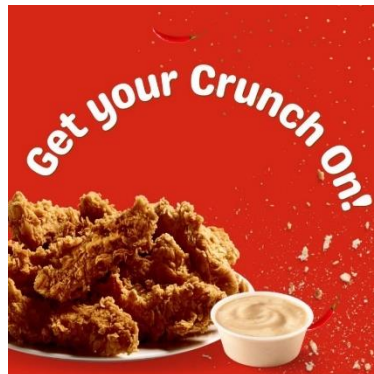
For more information, please contact our franchising team at:

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





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 90-100 Cal	0 cal 160-190 Cal	0 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