

# HANGRY JOE'S HOT CHICKEN & WINGS

Company Portfolio



# Founders

Hangry Joe's was founded in Virginia in May 2021



**DEREK CHA**



**MIKE KIM**

DEREK CHA & MIKE KIM PARTNERED TO DEVELOP THE JUICIEST AND CRISPIEST SANDWICH. THEY SPENT YEARS PERFECTING IT, AND FINALLY DEVELOPED A RECIPE THAT WAS LOVED BY MANY.

AFTER EXTENSIVE MARKET RESEARCH AND TESTING, THE FOUNDERS HAVE DEVELOPED PREPARATION METHODS FOR THE FRESHEST, CRUNCHIEST, MOST FLAVORFUL AND VISUALLY APPEALING CHICKEN SANDO.

# Meet The Founders

Derek and Mike, both from South Korea, combined their passion for food to create Hangry Joe's Hot Chicken in 2018. Derek transitioned from a business background to open a successful South Korean fried chicken restaurant, while Mike, inspired by his grandmother's cooking, moved to Nashville and envisioned blending Korean and Southern flavors. Together, they created a unique brand by merging Nashville's bold flavors with Korean culinary traditions, using locally-sourced ingredients like chicken and gochujang peppers for a flavorful and high-quality dining experience.





# Mission & Vision



**“To provide customers with delicious, bold flavors and memorable dining experiences that keep them coming back for more.”**



**“To become a nationally recognized name in the fast-casual fried chicken industry, known for our unique fusion of Nashville and Korean flavors and our unwavering commitment to quality.”**

# Concept

Provide traditional and authentic Nashville style hot chicken with a Korean twist. We serve chicken in many different ways: as a sandwich, tenders, wings and in a salad.

With multiple spice levels to choose from: no heat, mild, medium, hot, and angry hot, there is a little something for everyone.

# Fusion of Nashville Hot Chicken & Korean Flavors

## WET SAUCE

SOY GARLIC

WILD ZING

LEMON CHICKEN

SPICY SOY GARLIC

SPICY SMOKE BBQ

BUFFALO SAUCE



## DRY RUB SPICY LEVEL



**ANGRY HOT**  
GHOST PEPPERS

**HOT**  
HABANERO PEPPERS

**MEDIUM**  
CAYENNE PEPPERS

**MILD**  
JALAPENOS PEPPERS

**NO HEAT**  
BELL PEPPERS

# Unique Selling Proposition (USP)



Spicy, flavorful chicken



Brioche buns



Flavorful sauces all the way from Korea



Fresh, high-quality ingredients



We Use Never Frozen, Fresh chicken breasts

# Signature Dishes



## The Sando:

A signature creation, the Hangry Joe's Sando combines crispy fried chicken breast, tossed in Korean spices, Pickles and coleslaw. Then served on a soft brioche bun



## Wings:

Hangry Joe's wings are a crowd favorite, celebrated for their crispy, juicy texture and bold flavors. Customers can choose to enjoy them with a dry rub, selecting from options like no seasoning, no heat, mild, medium, hot, or the fiery angry hot. They can also choose their preferred sauce from Soy garlic, Wild zing, Lemon chicken, Buffalo Sauce, BBQ and spicy Soy Garlic.



## Korean Nuggets:

For customers seeking a bite-sized option with big flavor, the Korean Nuggets are a must-try. These nuggets are made from breast pieces of chicken and fried to golden perfection. Served with rice and soy garlic.



# Industry Overview

The fast-casual dining industry has seen significant growth in recent years, driven by consumers seeking high-quality, convenient dining experiences without the time commitment of full-service restaurants. Within this sector, fried chicken is rapidly gaining popularity due to its versatility and global appeal. According to recent market research, the fried chicken segment is expected to grow significantly, with new flavor innovations and premium ingredients driving consumer interest.

## **Demand for Innovation**

Today's consumers are not just looking for traditional fried chicken but are craving bold, innovative flavors. This has led to the rise of hot chicken variants, fusion cuisine, and international influences, such as the Korean twist that Hangry Joe's brings to Nashville-style fried chicken. Consumers are increasingly gravitating toward brands that offer unique, crave-worthy flavors while maintaining the authenticity of the original dish.

## **Consumer Trends**

There is a growing demand for fresh, high-quality ingredients, even in fast-casual settings. More consumers are seeking comfort food that feels premium but remains affordable. Hangry Joe's meets this demand by using fresh chicken breast, brioche buns, and house-made sauces that elevate the traditional fried chicken experience, offering a combination of indulgence and quality.

# Target Audience



Hangry Joe's outlets will be strategically located where there is a lot of potential walk-in traffic as well as being convenient for take-out and delivery services.

The primary target market will be the under 40 crowd. Separating segments to be - Millennials (25-40), Families, Young Professionals (22-35)

An ideal location would be next to a university and dorms, within a mall or high-density areas.

Time-conscious individuals looking for fast, flavorful meals during lunch breaks or after work gravitate toward fast-casual dining that delivers on both taste and quality.

# Competitive Landscape



Nash Hot Chicken



Dave's Hot Chicken



Jailbird



Peppers

# What Makes Us Different?

## Hangry Joe's Hot Chicken

Fresh Chicken

Chicken breast

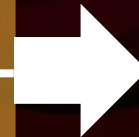
Brioche Bun

Crispy Chicken

Juicy In The Inside

After Order Cooking

Fresh Simplified ingredients



## Competitors

Frozen Chicken

Chicken Tenders

White Bread Burger Bun

Soggy Chicken

Dry In The Inside

Pre-Cooked

Preservatives & Artificial Coloring

# Operational Excellence at Hangry Joe's

## Efficient Kitchen Operations

At Hangry Joe's, kitchen operations are designed for efficiency and excellence. The restaurant implements streamlined food preparation processes to ensure that each dish is made to order, delivering consistency in taste and quality. With a well-trained staff and standardized cooking methods, Hangry Joe's can serve customers quickly without compromising the integrity of its menu items. This emphasis on speed and quality ensures a seamless dining experience, whether in-house or through takeout.

## Vendor Relationships

Hangry Joe's maintains strong relationships with trusted vendors to source fresh, high-quality ingredients. The brand prioritizes partnerships with local suppliers when possible, ensuring that the chicken and other components are fresh and sustainably sourced. This commitment to quality not only enhances the flavor of the dishes but also supports local businesses, creating a positive impact on the community.

## **Role of Technology in Operations**

Technology plays a critical role in optimizing Hangry Joe's operational model. The restaurant employs automated ordering systems that streamline the customer experience, allowing for easy menu navigation and quick transactions. Efficient point-of-sale systems are in place to manage orders and track inventory, minimizing wait times and ensuring accuracy in order fulfillment. Additionally, data analytics are utilized to monitor sales trends and inventory levels, allowing for proactive adjustments and improved operational efficiency.

## **Supply Chain Optimization**

Hangry Joe's is dedicated to optimizing its supply chain to enhance operational efficiency and reduce waste. By employing just-in-time inventory practices, the brand minimizes excess stock and associated waste. Regular assessments of suppliers and product performance ensure that the highest quality ingredients are consistently available, contributing to the overall success of the operations.

## Commitment to Sustainability



Known for its high-end ingredients and zero-waste policy, Hangry Joe's Hot Chicken & Wings is set to elevate the UAE's fried chicken landscape. The brand adopts an environmentally conscious approach by adhering to a strict zero-waste policy. This includes:

**Recycling Oil:** Used cooking oil is repurposed through recycling initiatives, reducing environmental impact and promoting sustainable practices.

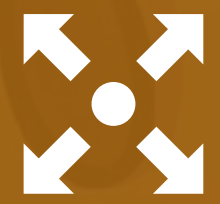
**Utilizing Chicken Breasts:** The chicken breasts are used as is for the signature **\*\*sando\***, ensuring high-quality flavor and texture. Any excess from oversized breasts is transformed into bites and tenders, allowing for efficient use of the ingredient while offering customers more menu options.



## Hangry joe's Locations



Since its 2021 launch, Hangry Joe's has expanded to around 100 locations, and entered UAE, Japan and South Korea last year.



# Global Expansion Plan

#1

Currently there are 100 operating units Worldwide

#2

We have a concrete plan to open minimum 1 unit per month

#3

Our goal is to have 500 units in the next 5 years in the US alone



# Hangry Joe's UAE



## Ownership:

100% Saudi & Family owned

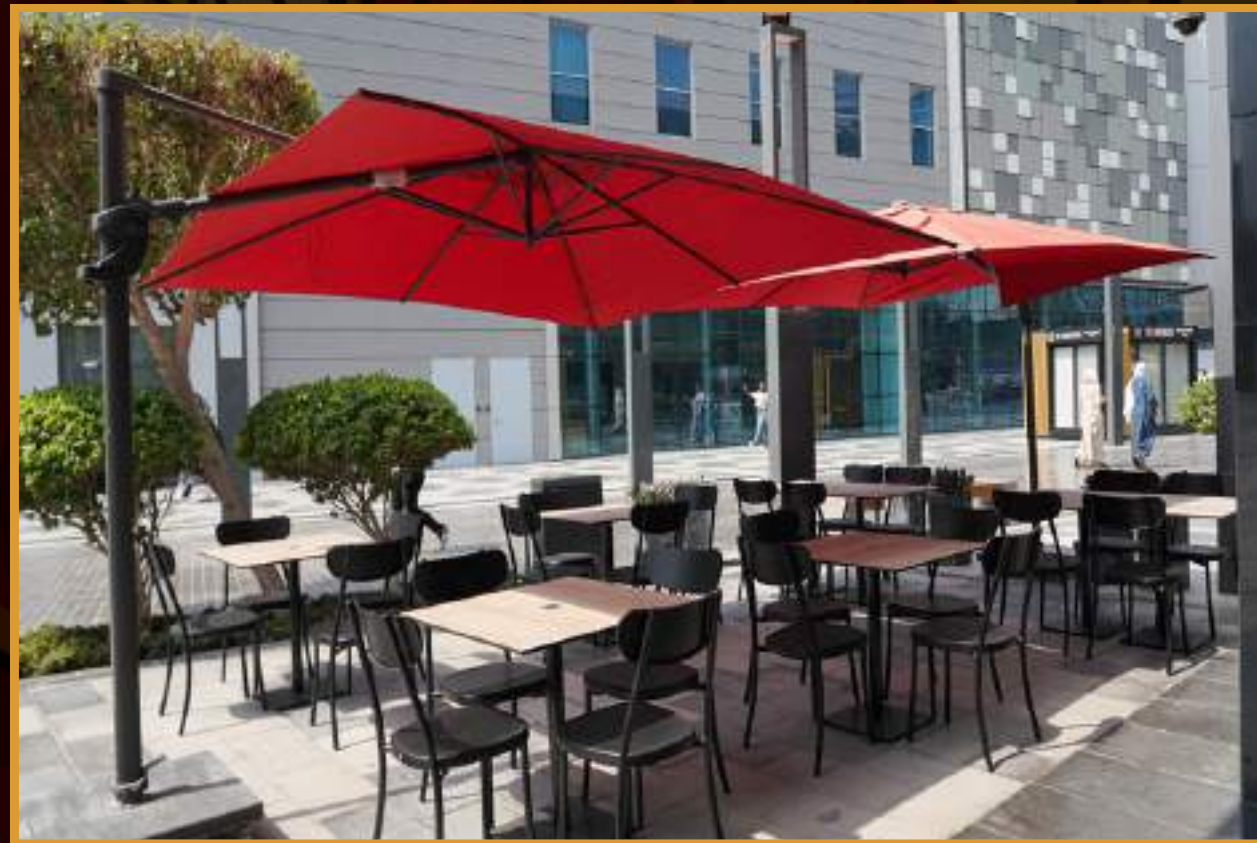


## Team:

Yousef Alsulaiman (CEO)

Hala Alsulaiman (GM)

Hangry Joe's Dubai Team



**Example of Store**

**Dubai, UAE**

# Presence on delivery apps



Deliveroo



Talabat



Noon foods

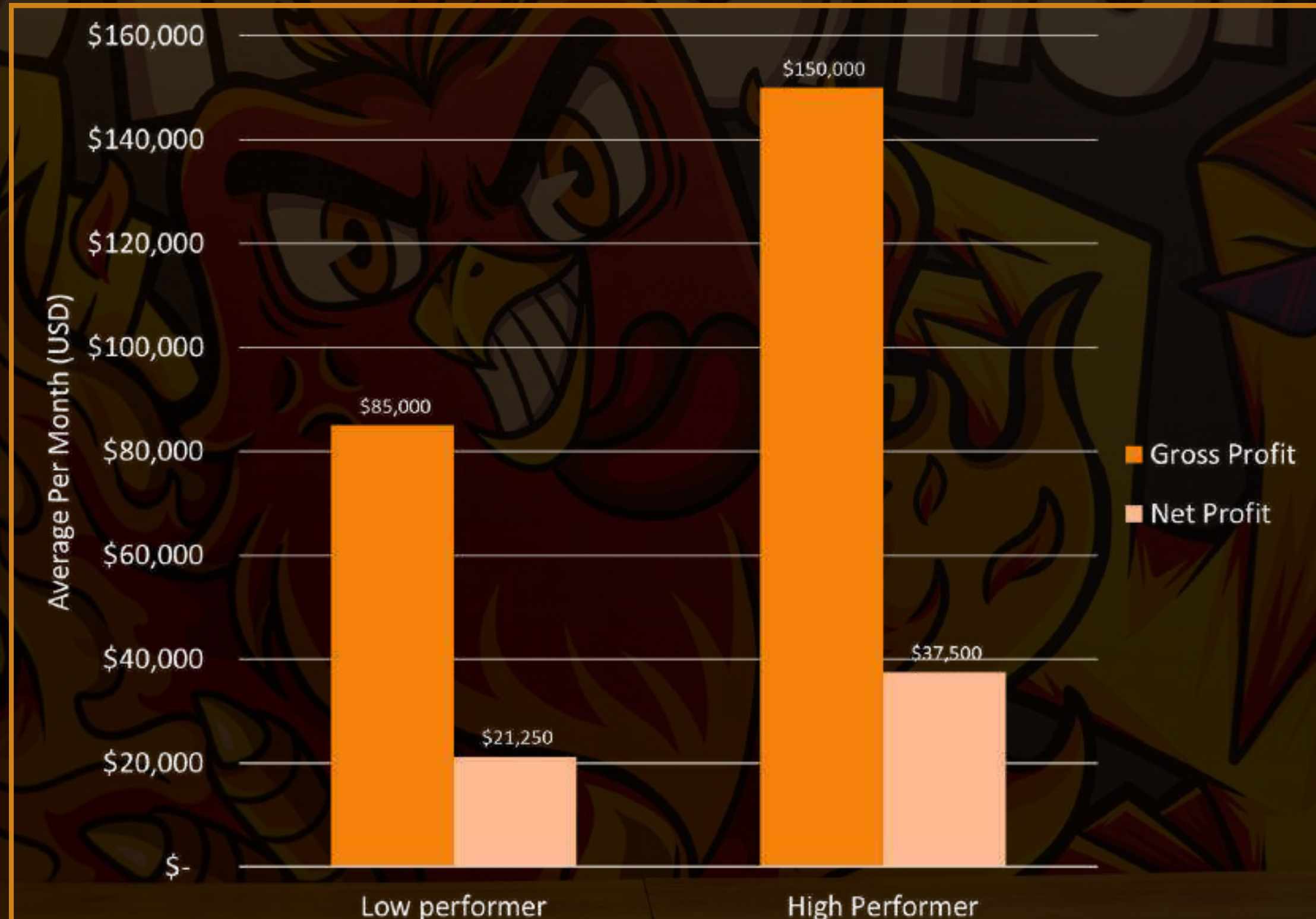


InstaShop



Careem Food

# Expected Revenue



# Franchisor & Franchisee Roles

Franchisor Role	Franchisee Role
Brand management & development	Site search, construction & fit-out
Menu development	Site staffing & management
Brand marketing	Local Site Marketing (LSM)
Initial team training	Site Operations
Ongoing Operations support	Local Supply Chain mgt



# The Franchising process

1.Brand Franchise Presentation

2.Prospective Franchisee Application

3.Initial Background Checks

4.“Discovery Day” Site Visit

5.Target Market Feasibility Study

6.Franchise Agreement Signed & Fee Paid

7.Site Search, Evaluation & Decision

8.Site Design, Staff Recruitment & Training

9.Site (Soft) Launch





## Awards & Recognitions

In 2024, Hangry Joe's was honored with the **\*\*Restaurant Guru Award\***

In Dubai, recognizing its excellence in the fast-casual dining sector. This accolade reflects the brand's dedication to quality and innovation, further enhancing its reputation in the competitive market.

Hangry Joe's Hot Chicken & Wings



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*Congrats to  
the Hangry Joe's Hot Chicken & Wings team*

Andrew Priest, Executive Director

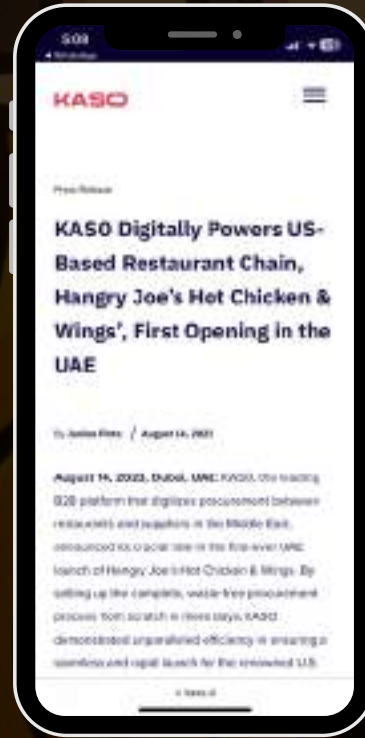
# Featured Articles

HANGRY JOE'S

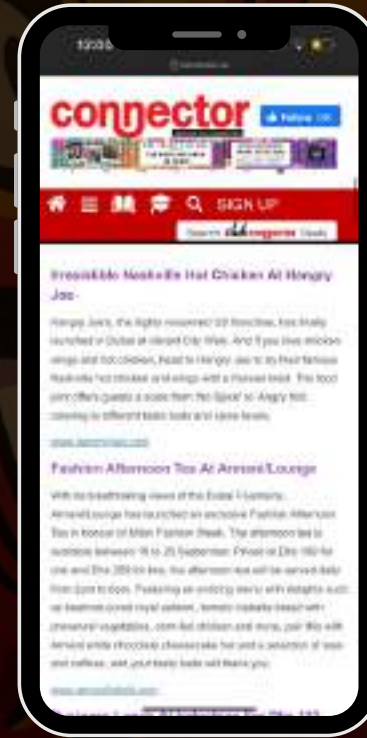
litfa magazine



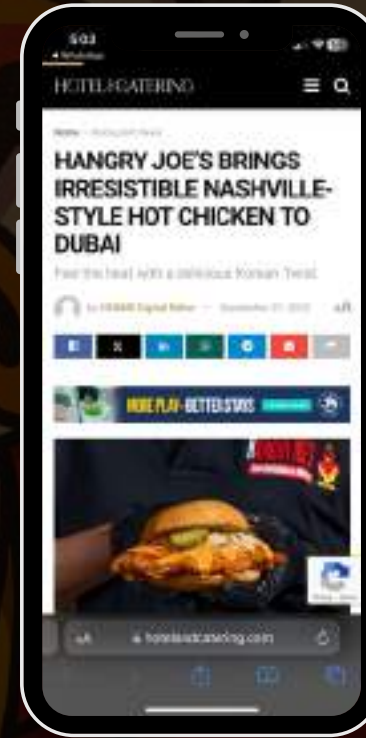
KASO



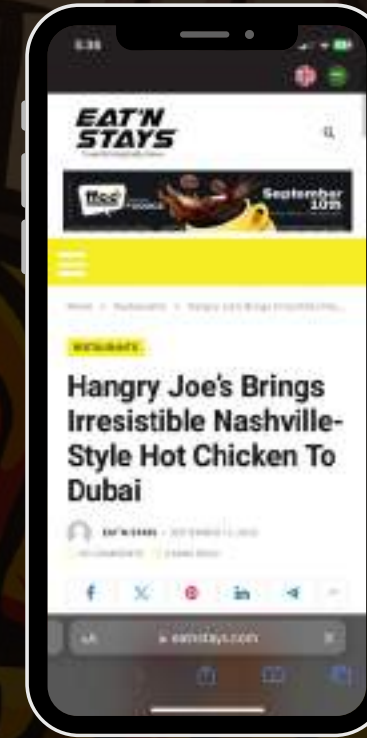
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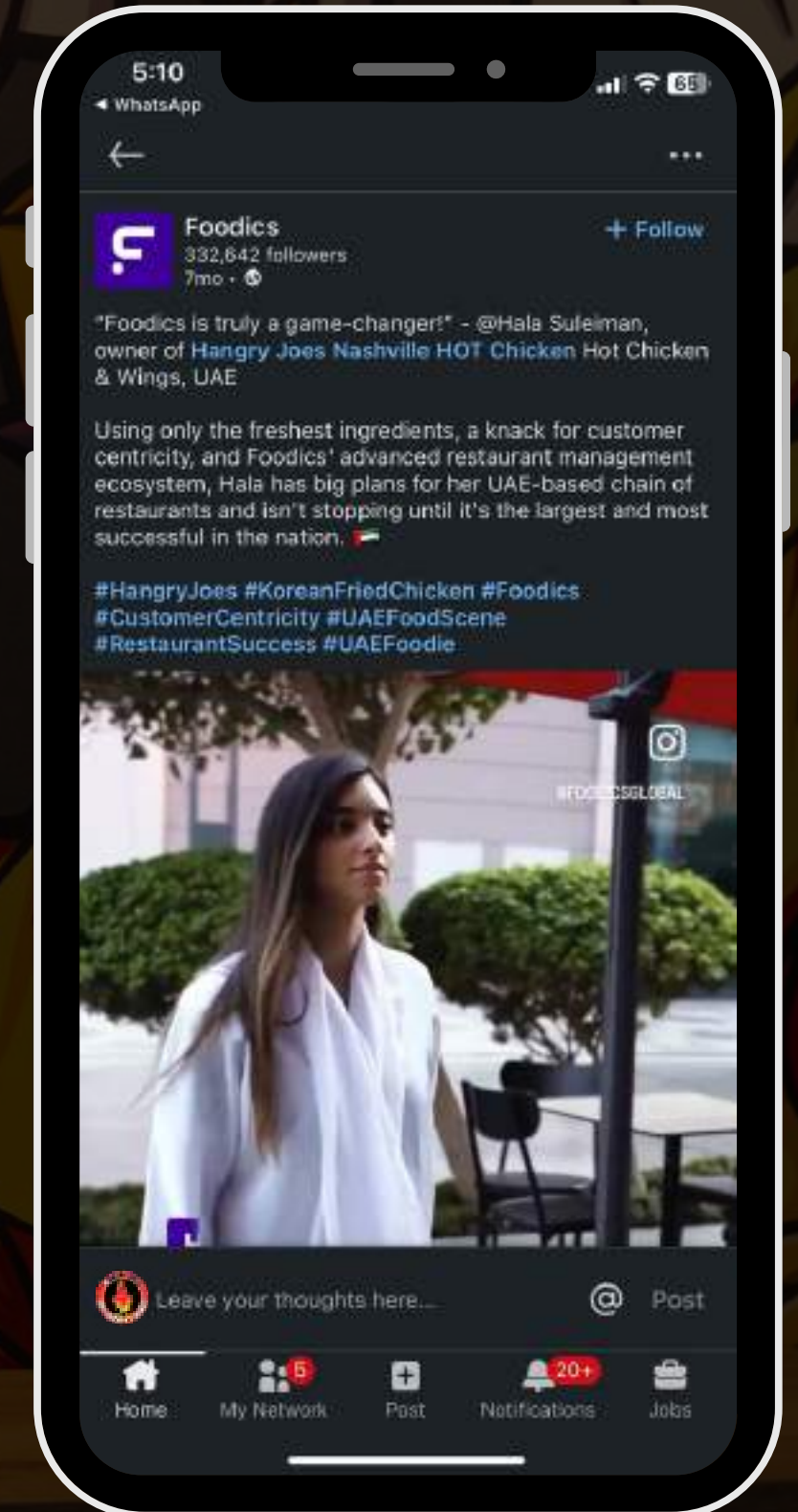
Hotel & catering



Eatnstay



Foodics



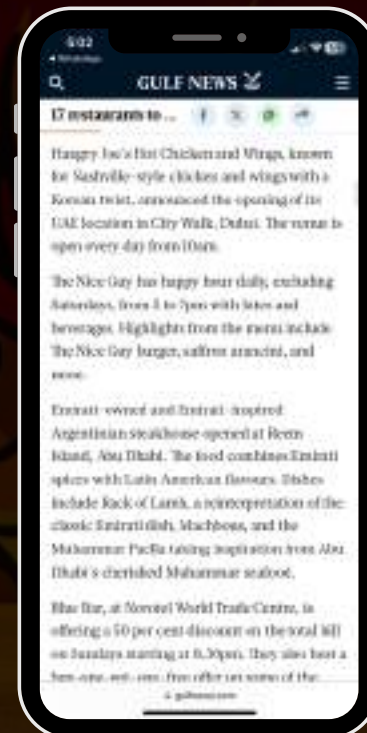
what's on



women



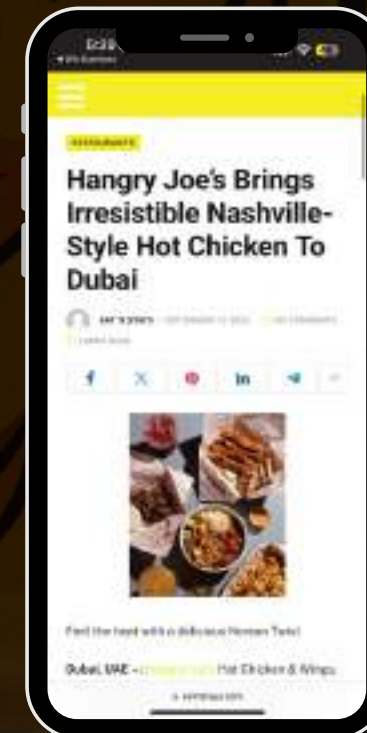
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Nawa3em



National News



# FOOD SHOWCASE





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