

THE BOSS OF SAUCE

CHICKENGUY.COM



BRAND BOOK



BIRDS OF A FEATHER FLOCK TOGETHER!

When celebrity chef, entrepreneur and New York Times bestselling author Guy Fieri joined forces with acclaimed restaurateur Robert Earl, the result was chicken concept like no other – Chicken Guy! was hatched. With an idea created around fast-casual dining featuring succulent chicken tenders and a bevy of house-made signature sauces, it was sure to be a hit.



**OUR FOUNDING
FATHERS**
Robert & Guy!

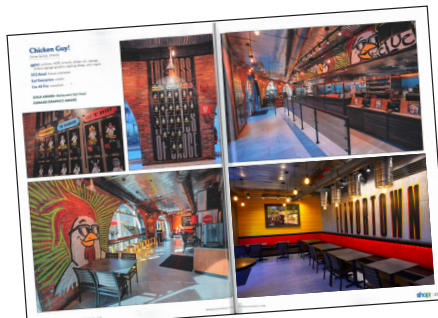


"I've had the pleasure of getting to know Guy—first with the launch of his **sandwich and burger menu at Planet Hollywood**. Since then, we kept in touch, determined to work on a big project together, and here we are. We found the perfect venture with Chicken Guy!, a crowd-pleaser. I have personally tasted all the menu items and can't wait to open around the world, because **our guests love** what Guy has put on the menu," said **Planet Hollywood Founder and Chairman Robert Earl**.





WINNER! WINNER! CHICKEN DINNER!



Chicken Guy!
Disney Springs, Orlando

api(+) architect, AOR, artwork, design,
ext. signage, in-store signage/graphics, lighting
design, proj. mgmt.

DGS Retail fixture contractor

Earl Enterprises retailer

Use All Five consultant

**GOLD AWARD: Restaurant Fast Food
SIGNAGE/GRAPHICS AWARD**



FLAGSHIP

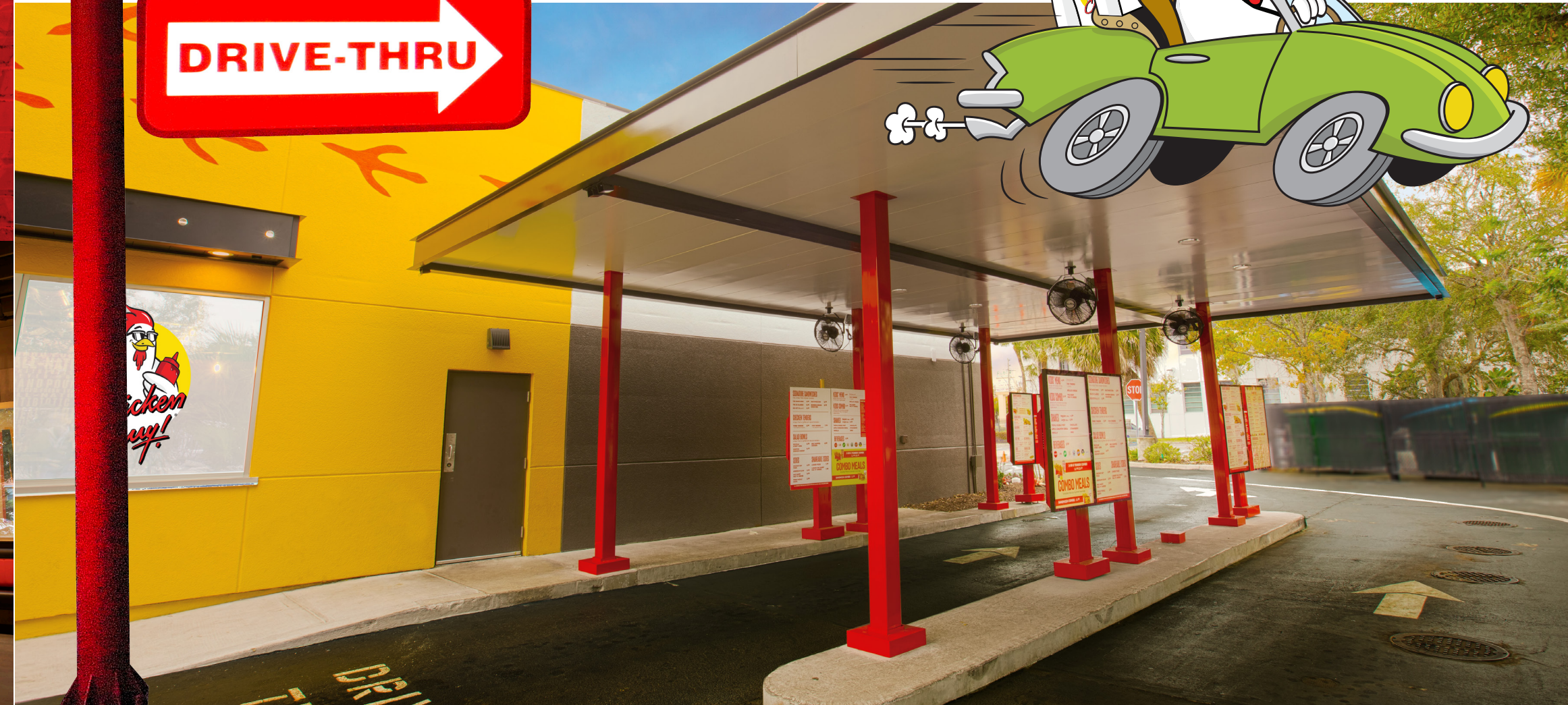
Chicken Guy!'s flagship restaurant opened in August 2018, in Disney Springs® (Orlando) located in the heart of Florida's Walt Disney World® Resort. The urban feel of Chicken Guy! is all about keeping it casual. Whether guests want to gather with friends alongside the graffiti-walls of the indoor area, relax on the outdoor patio, or grab something to-go in one of the conveniently designed takeaway boxes, a visit to Chicken Guy! offers comfort and convenience for a variety of dining experiences.





DRIVE-THRU

Winter Park (Orlando) is the first location that is a stand-alone destination and features the debut of drive-thru lanes for added convenience. "I love Central Florida, so I'm stoked to bring our second Chicken Guy! to the area," said Guy Fieri. "As our guests have come to know, our chicken tenders and sandwiches are the real deal, so bring your appetite and find out why they call me the Boss of Sauce!"





Great Frickin' Chicken!



STADIUMS

Football fans check this out, Chicken Guy! is now available during games at Levi's Stadium and FedExField! If you are a fan of the Washington Commanders or the San Francisco 49ers you can enjoy Chicken Guy! at the stadium.

The slightly smaller menus feature our top selling sandwiches, tenders, fries and beverages, available at the concession stands on game day!



THE MENU

SIGNATURE SANDWICHES

two crispy fried chicken tenders

THE SAUCE BOSS

LTOP, topped with your choice of any two signature sauces

THE CG CLASSIC

cheddar, special sauce & LTOP

BOURBON BROWN SUGAR BBQ

pepper jack, bourbon brown sugar BBQ sauce, special sauce, slaw, pickles & BBQ kettle chips

BIG BITE B.L.A.T.

crispy smoked bacon, lettuce, avocado crema, tomatoes & buttermilk ranch

SOUTHWESTERN

pepper jack, special sauce, avocado crema, cumin lime mojo, charred corn, roasted peppers, black beans, lettuce, tomatoes & crispy tortilla strips

SALAD BOWLS

crispy fried or grilled all-natural tenders

CHOPPED CHICKEN CAESAR

a blend of crispy romaine & kale, Parmesan, house-made croutons & Caesar dressing

BBQ CHOPPED CHICKEN

crispy romaine, slaw, cheddar, black beans, tomatoes & crispy tortilla strips, served with bourbon brown sugar BBQ & buttermilk ranch sauces

MEXICAN STREET CORN

charred corn, slaw, roasted peppers, black beans, tomatoes, red onions, grilled scallions & crispy tortilla strips, served with cumin lime mojo & chipotle ranch sauces

FLAVORTOWN SHAKES

TRIPLE DOUBLE MINT

hand-spun mint chocolate soft serve, crushed OREO® cookies, chocolate mints, chocolate syrup, topped with fresh whipped cream

APPLE CINNAMON CEREAL

hand-spun vanilla soft serve, Cinnamon Toast Crunch™ & Apple Jacks® cereal, topped with fresh whipped cream

VANILLA, CHOCOLATE, STRAWBERRY & OREO®



3 TENDER COMBO

3 tenders, fries & a fountain beverage

5 TENDER COMBO

5 tenders, fries & a fountain beverage

SANDWICH COMBO

any sandwich, fries & a fountain beverage

CHICKEN TENDERS

crispy fried or grilled all-natural tenders

THREE TENDERS

three tenders plus your choice of any two signature sauces

FIVE TENDERS

five tenders plus your choice of any two signature sauces

SIDES

CHICKEN GUY FRIES

signature fry seasoning

AMERICAN SLAW

buttermilk ranch sauce

FRIED PICKLE CHIPS

buttermilk ranch sauce

MAC DADDY MAC 'N' CHEESE

SHAREABLE SIDES

LOADED FRIES

smothered in SMC, chopped crispy chicken, bacon & green onions

LOADED MAC DADDY MAC 'N' CHEESE

smothered in SMC, chopped crispy or grilled chicken

SMC = super melty cheese

KIDS' MENU

served with choice of fries, a fruit cup or apple sauce

TWO TENDERS

two tenders plus your choice of any signature sauce

GRILLED CHEESE

MAC DADDY MAC 'N' CHEESE

KIDS' COMBO MEAL

served with a fountain beverage & choice of fries, a fruit cup or apple sauce

TWO TENDERS

two tenders plus your choice of any signature sauce

GRILLED CHEESE

MAC DADDY MAC 'N' CHEESE



One-of-a-kind, all-natural fresh chicken tenders are the headliners of the menu at Chicken Guy! Hand-pounded for maximum crunch, the tenders are brined in fresh lemon juice, pickle brine, buttermilk and infused with fresh herbs. From there, it's all about the sauce featuring everything from their Classic Bourbon Brown Sugar BBQ to Hot 'N' Spicy Nashville Hot Honey.

Other favorites include Guy Fieri's Chicken Guy Fries, crowd-pleasing Mac Daddy Mac 'N' Cheese, Fried Pickle Chips, and fresh American Slaw – the perfect compliment to any meal on the menu.

To end on an even higher note, the Flavortown Shakes feature a Triple Double Mint which is an over-sized cup of delicious mint chocolate soft serve ice cream while the Apple Cinnamon Cereal satisfies any sweet tooth with vanilla soft serve ice cream smothered in Cinnamon Toast Crunch® and Apple Jacks®.





NOW SERVING BREAKFAST



AVAILABLE AT SELECT LOCATIONS • 6:30 - 10:30AM

Breakfast is the most important meal of the day, serving it up the Chicken Guy! way!

Breakfast offerings feature Chicken Guy!'s tasty tenders, including a sweet & savory Maple Butter Pancake Tender Sandwich, with a crispy chicken tender between two buttermilk pancakes, topped with whipped maple butter. Add a freshly cracked egg and cheese to the sandwich for an even more satisfying morning option.

Breakfast sandwiches at Chicken Guy! feature favorites like: Chicken, Egg & Cheese; Bacon, Egg & Cheese; and Sausage, Egg & Cheese. Guests can also enjoy breakfast specialties like Chicken in Waffles, with chopped hand-breaded tenders stuffed inside a buttermilk waffle and sprinkled with powdered sugar, and a breakfast wrap or bowl with chicken tenders, eggs, breakfast tots, tomato, cheddar, and bacon.







Try all of our 10 chef-inspired scratch made sauces with your tenders or sandwich!
If you're in luck, you just might meet our famous "Sauce Slinger" mingling about the restaurant and refilling your favorite or introducing you to a new sauce to try.

SPECIAL SAUCE



DONKEY SAUCE



CHIPOTLE RANCH 🔥



BOURBON BROWN SUGAR BBQ



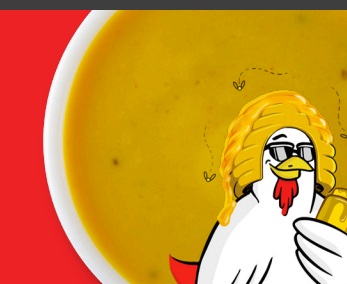
BUFFALO



BUTTERMILK RANCH



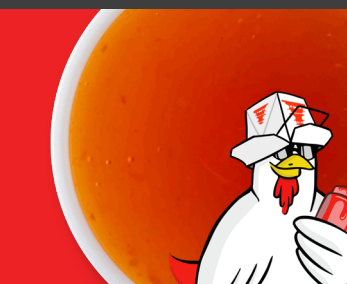
HONEY MUSTARD



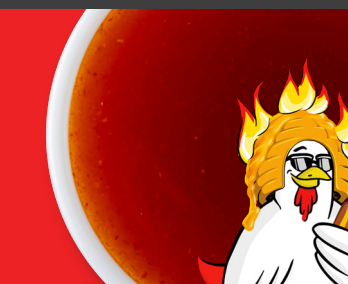
GARLIC PARMESAN



SWEET & SOUR



NASHVILLE HOT HONEY 🔥





LET US CATER YOUR EVENT!



**WINNER! WINNER!
CHICKEN DINNER!**

Catering Packaging Award & Gold Award:
Restaurant Fast Food Signage/Graphics

**CHICKEN GUY!
CATERING**



Whether you're planning for an upcoming meeting, party, corporate event or luncheon,
let Chicken Guy! help make it an occasion to remember.







LOCATION. LOCATION. LOCATION.

Chicken Guy! restaurants launched in 2018 and has since grown to 10+ locations with a number of deals in development.

California

- LAX
- Levis® Stadium, Santa Clara

Florida

- Dadeland, FL
- Disney Springs®
- Winter Park

Maryland

- FedEx Field, Landover

Michigan

- Livonia

Nevada

- Las Vegas

New Jersey

- Atlantic City

Pennsylvania

- Pittsburgh

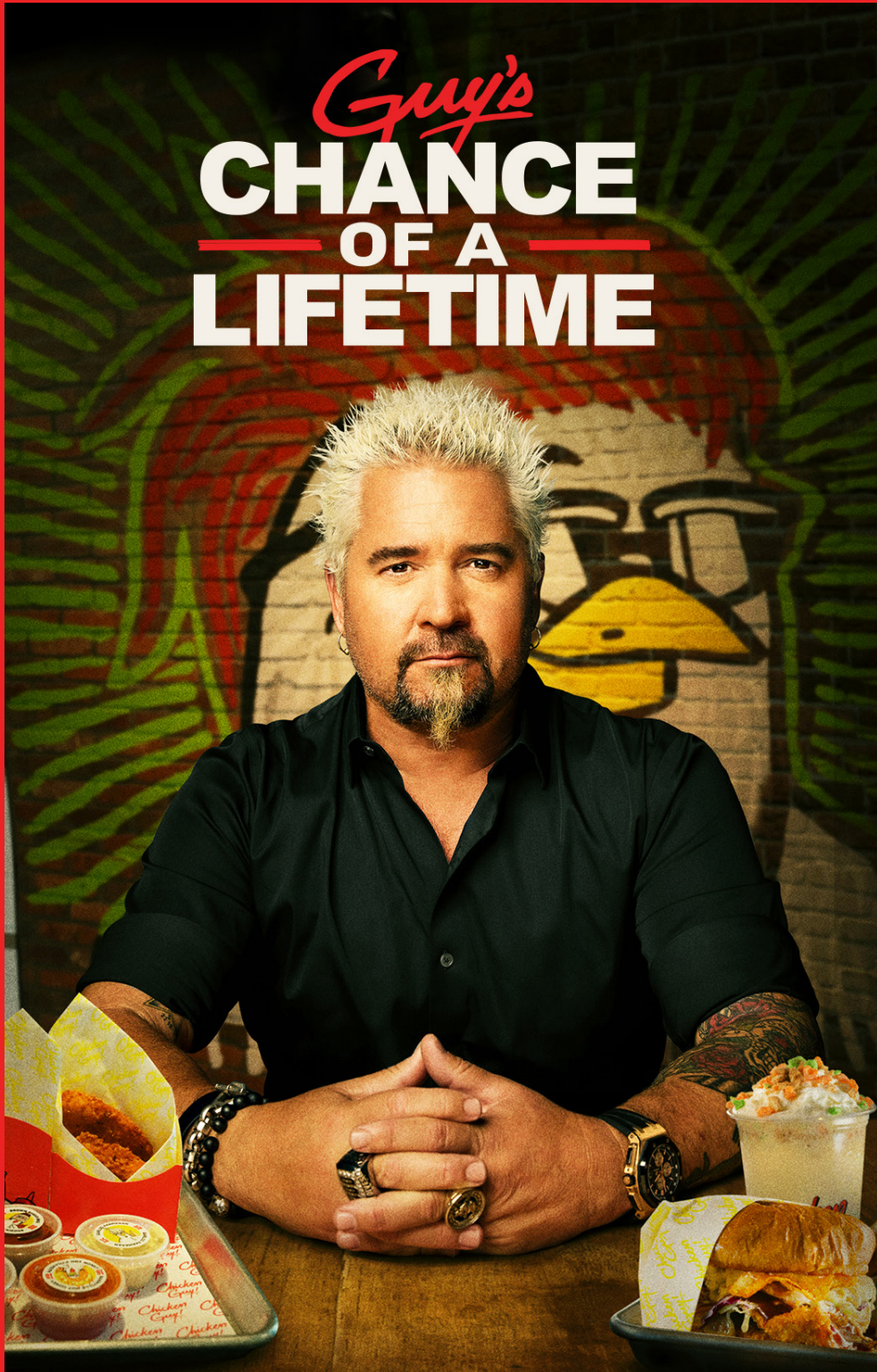
Tennessee

- Gatlinburg

Coming Soon!

- American Canyon, CA
- Barstow, CA
- Cypress Creek Wesley, FL
- Dallas, TX
- Hollywood, CA
- King of Prussia, PA
- Ontario, CA
- Sawgrass Mills, FL
- Soaring Eagle, MI





The candidates must prove they can successfully lead every aspect of the food business, from culinary, to marketing and front-of-house hospitality.

Throughout the six, hour-long episodes, there is unexpected drama and a surprising turn of events. Only one will have their destiny changed forever when they win the ultimate chance of a lifetime.

HUGE STAKES. HUGE OPPORTUNITIES.

Guy Fieri and Robert Earl search for one talented food entrepreneur to run their own Chicken Guy! franchise on Guy's Chance of a Lifetime, a six-part series that recently aired on Food Network.

Guy was flooded with applications from all over the country and chose the seven top candidates to participate in the most intense, high-stakes job interview they could ever dream of, to become the owner of the newest location of the Chicken Guy! franchise.

