

2024 INTERNATIONAL BRAND BOOK





SLIM CHICKENS[®]

Fresh Opportunity





CLICK PLAY TO
WATCH

COMING SOON TO
NETFLIX VIDEO



Why SLIM
CHICKENS?
Our Food

Our Culture

Our Team





Executive Team



**Tom
Gordo**

**CHIEF
EXECUTIVE
OFFICER &
FOUNDER**



**Sam
Rothschild**

**CHIEF
INTERNATIONAL
OFFICER**



**Christina
Vaughn**

**CHIEF OPERATING
OFFICER**



**Chris
Allison**

**CHIEF
MARKETING
OFFICER**



**Greg
Smart**

FOUNDER



**Seth
Jensen**

**CHIEF
FINANCIAL
OFFICER**



Vice Presidents



**Jackie
Lobdell**
VICE PRESIDENT
OF FRANCHISE
DEVELOPMENT



**Chris
Patterson**
VICE PRESIDENT
OF TRAINING &
DEVELOPMENT



**Lee
Nordin**
VICE PRESIDENT
OF
PROCUREMENT
& SUPPLY CHAIN



**Corey
Ladusk**
VICE PRESIDENT
OF
INFORMATION
TECHNOLOGY



**Greg
Markel**
VICE
PRESIDENT
OF FINANCE



RECOGNIZE
OUTSTANDING
ACTIONS
DAILY



TEAMWORK
RESULTS
INTEGRITY
PASSION



Why Slim Chickens?

Slims' is known for having the right combination of

Craveable Food,

a cool vibe, and that extra touch of

Southern

Our culture is the soul of our brand. Southern hospitality is a phrase to show kindness, warmth, and welcoming of visitors to their homes.





CLICK PLAY TO
WATCH

OUR TV SPOT



OUR MENU





Slim's Famous TENDERS



100% All Natural



Buttermilk Marinated



Hand Battered



Made To You Order



14 Dipping Sauces





14 HOUSE SAUCES



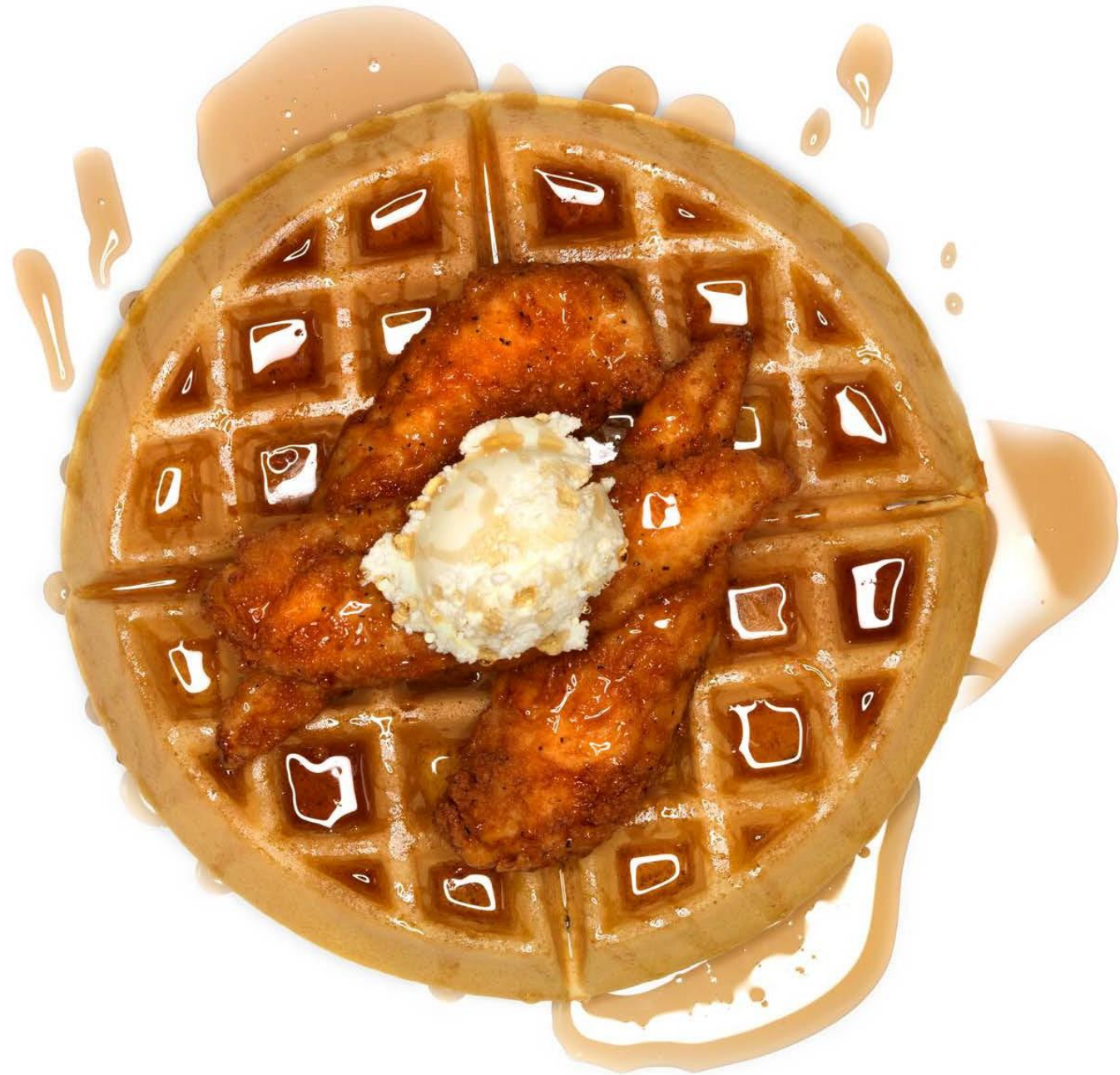
8 WING MEAL



CRAFT CHICKEN SANDWICHES



THE SLIM'S SALAD & SEASONAL SALADS



CHICKEN & WAFFLES





SIDES



MASON JAR DESSERTS



SHAKES



MENU

TENDERS & WINGS

Meals served with Texas toast, fries & a medium drink.

Chick's Meal \$9.19
(3 Tenders) 450-1440 Cal

Classic Meal \$10.49
(4 Tenders) 510-1530 Cal

Slim's Meal \$11.99
(5 Tenders) 620-1900 Cal

Hungry Meal \$13.99
(7 Tenders) 730-2090 Cal

6 Wing Meal \$12.49
620-1630 Cal

8 Wing Meal \$14.49
730-1780 Cal

3 & 3 Meal \$13.29
(3 Tenders & 3 Wings) 680-1940 Cal

5 & 5 Meal \$15.49
(5 Tenders & 5 Wings) 900-2590 Cal



HOUSE SAUCES

Flavor your wings or tenders with a shaken sauce.

- RANCH 160 CAL
- CAYENNE RANCH 160 CAL
- HONEY MUSTARD 200 CAL
- SLIM SAUCE 210 CAL
- BLUE CHEESE 270 CAL
- GRAVY 60 CAL
- Extra Sauce: 39¢
- HONEY BBQ 90 CAL
- GARLIC PARMESAN 150 CAL
- KOREAN BBQ 110 CAL
- BUFFALO 80 CAL
- SWEET RED CHILI 120 CAL
- SPICY BBQ 80 CAL
- HOT 45 CAL
- MANGO HABANERO 80 CAL

House WRAP

Meals served with fries & a medium drink.

Slim's Wrap

Chopped tenders, green leaf lettuce, shredded cheddar jack cheese, drizzled with Ranch Sauce and rolled in a grilled tortilla & served with your choice of a House Sauce on the side.

Wrap \$7.89
Meal \$10.89
550-860 Cal 640-1370 Cal



SLIM CHICKENS

Fresh Tenders Wings • House Sauces



Craft SANDWICHES

Meals served with fries & a medium drink.



Chicken Club Sandwich \$8.59 \$11.59
740 Cal 870-1520 Cal

Fried chicken breast with crispy bacon, Monterey Jack cheese, tomato, lettuce & ranch mayo on a toasted brioche bun

Cayenne Ranch Sandwich \$6.99 \$9.99
650 Cal 780-1430 Cal

Fried chicken breast with crispy fried onions, lettuce, pickles & cayenne ranch mayo on a toasted brioche bun

Crispy Chicken Sandwich \$5.49 \$8.79
590 Cal 720-1370 Cal

Fried chicken breast with fresh pickles & ranch mayo on a toasted brioche bun

Farm Fresh SALAD

Slim's Salad (Includes med. drink)

Fresh greens, chopped tenders, cheese, tomatoes, cucumbers, crispy fried onions, carrots, croutons & a pepperoncini

\$10.59
500-1340 Cal



CHICKEN & WAFFLES

Chicken & Waffles (Includes med. drink)

Three savory hand-breaded tenders piled on a golden butter milk waffle with butter & syrup

\$10.49
900-1320 Cal



Slim's SWEETS

Jar Dessert

Our house-made Jar Desserts come in seasonal flavors & served in a souvenir jar



\$6.99
470-880 Cal

Chocolate Chip Brownie

Soft chocolate chip brownie topped with sweet chocolate chips

\$1.99
430 Cal

Delta SIDES

Substitute your fries for any side. (Sides with an * are 99¢ extra and sides with an ** are \$1.99 extra)

Mac & Cheese* Regular \$3.49 Large \$6.49
440 Cal 1330 Cal

Potato Salad \$2.99 \$6.49
300 Cal 900 Cal

Fries \$2.99 \$7.29
470 Cal 1370 Cal

Fried Pickles** \$5.99
670 Cal

Fried Okra** \$5.99
540 Cal

Fried Mushrooms** \$5.99
760 Cal

Side Salad** \$3.99
70-340 Cal

Hand-Spun MILKSHAKES

Chocolate \$4.49 670 Cal
Vanilla \$4.49 560 Cal
Strawberry \$4.49 570 Cal
Oreo® \$4.49 660 Cal

Shake It Up! Upgrade your drink with any adult meal order to a hand-spun milkshake. Only \$1.99

Drinks

Choose from freshly brewed teas, lemonade & soft drinks.

Medium \$2.39 0-300 Cal
Large \$2.99 0-480 Cal



Kid's MEALS

10 years and under.
2 Tender Kid's Meal \$6.29
420-1330 Cal

Served with Texas toast, fries or applesauce & milk or Honest Kids organic juice
Kid's Mac & Cheese \$4.99
Kid's mac & cheese served with Texas toast & milk or Honest Kids organic juice 480-530 Cal

Tender MAC BOWLS

Served with Texas toast & a medium drink.

Buffalo Tender Mac Bowl Meal \$10.99
1430-1810 Cal

Mac & cheese with chopped fried tenders, crispy fried onions, scallions, shredded cheese and drizzled with Hot Buffalo Sauce & Cayenne Ranch Sauce

Tender Mac Bowl Meal \$9.99
1140-1520 Cal

Mac & cheese with chopped fried tenders & shredded cheese





Our **GROWTH**

MOMENTUM

TODAY'S FOOTPRINT

US GROWTH

INTERNATIONAL

GROWTH





Growth BY THE NUMBER

OPENED LOCATIONS

290+

UNITS IN
DEVELOPMENT

1,200+

STATES

37

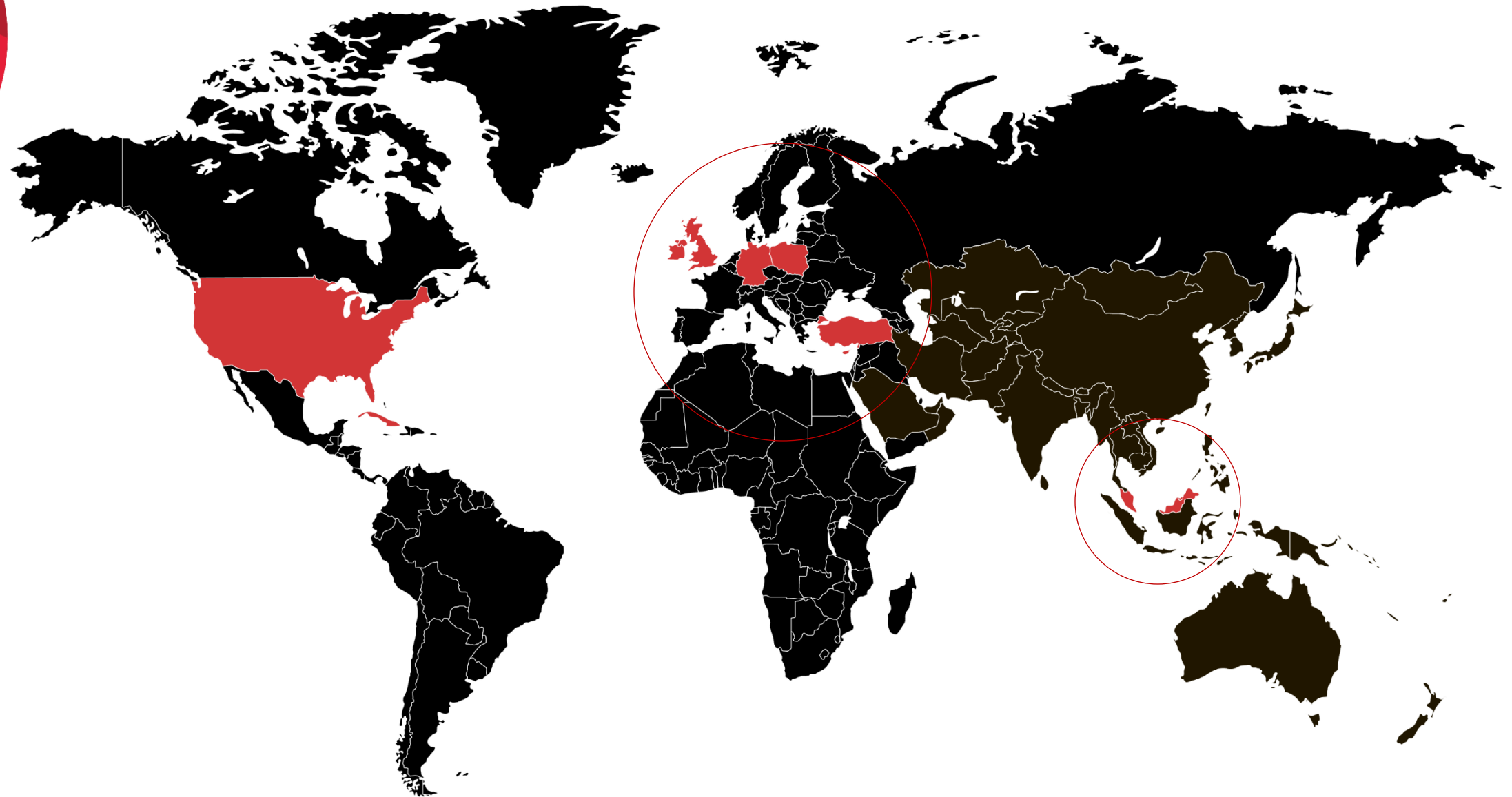
SALES GROWTH
Year Over Year

35%



INTL. UNITS IN DEVELOPMENT
200+

International GROWTH

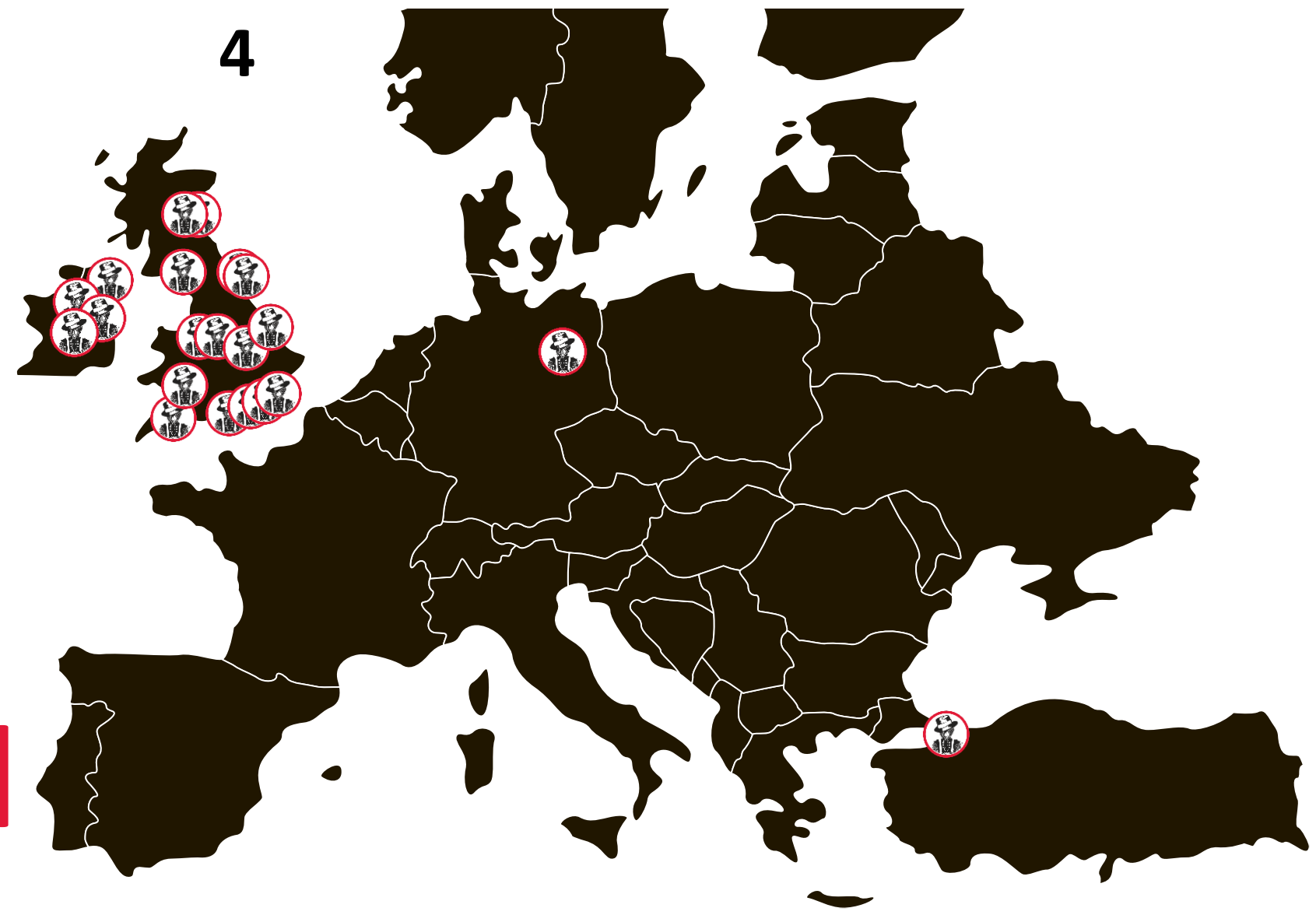


ACTIVELY DEVELOPING

- United Kingdom
- Ireland
- Poland
- Germany
- Turkey
- Malaysia
- Singapore
- Brunei



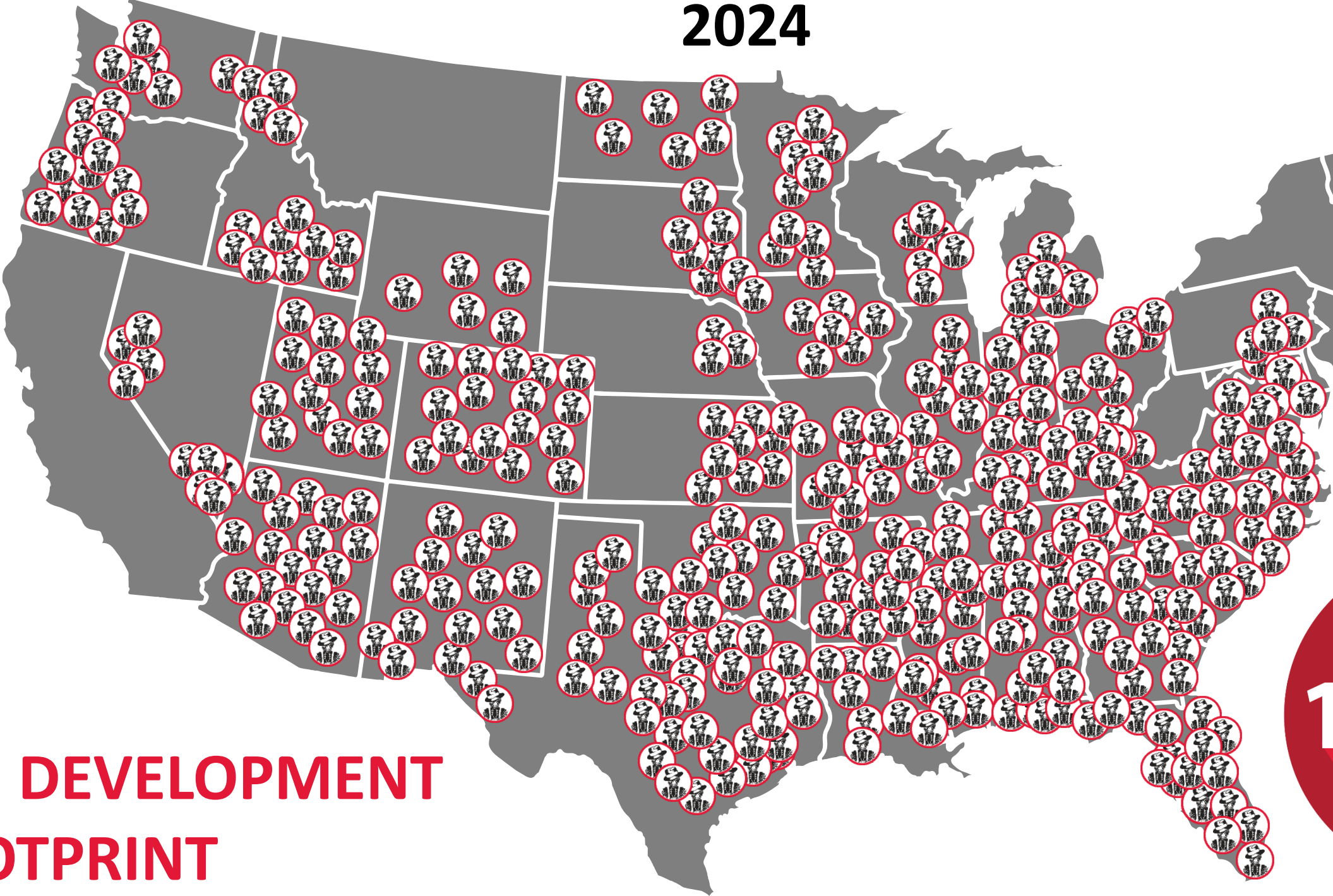
2024



International FOOTPRINT

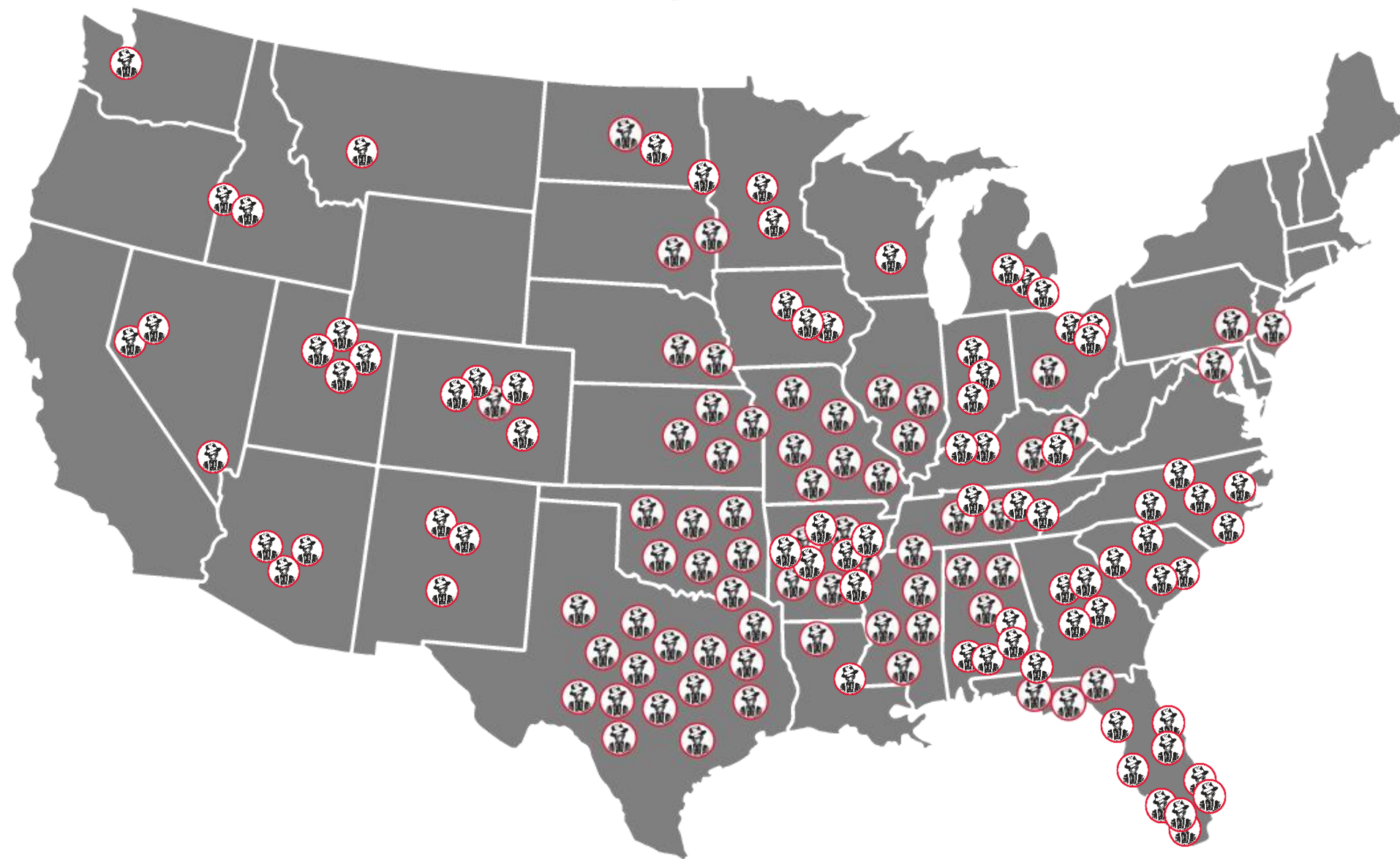
2024

200
+



**U.S. DEVELOPMENT
FOOTPRINT**

UNITS IN
DEVELOPMENT
1,200+



Today's U.S. FOOTPRINT



International RESTAURANTS



CAMBRIDGE CIRCUS,
LONDON



JAMES STREET,
LONDON



International RESTAURANTS



TRAFFORD CENTER



SWINDON, UK



U.K. TRAIN STATION



International RESTAURANTS



MALL LOCATION



MALL LOCATION



International RESTAURANT





Awards and

QSR BREAKOUT BRAND OF THE YEAR



THE 40 SMARTEST GROWING BRANDS



FAST & SERIOUS – #5 SMARTEST GROWING BRAND



RANKED ON INC. 5000



BEST FAST CASUAL RESTAURANTS



TOP 100 MOVERS & SHAKERS LIST



TOP 50 CONTENDERS OF THE YEAR



THE 10 HOTTEST FRANCHISES



RANKED ON TOP 400+ LIST



TOP RECESSION-PROOF BUSINESS



ONE OF THE FASTEST-GROWING FRANCHISES





Tuesday 29th October, 2023

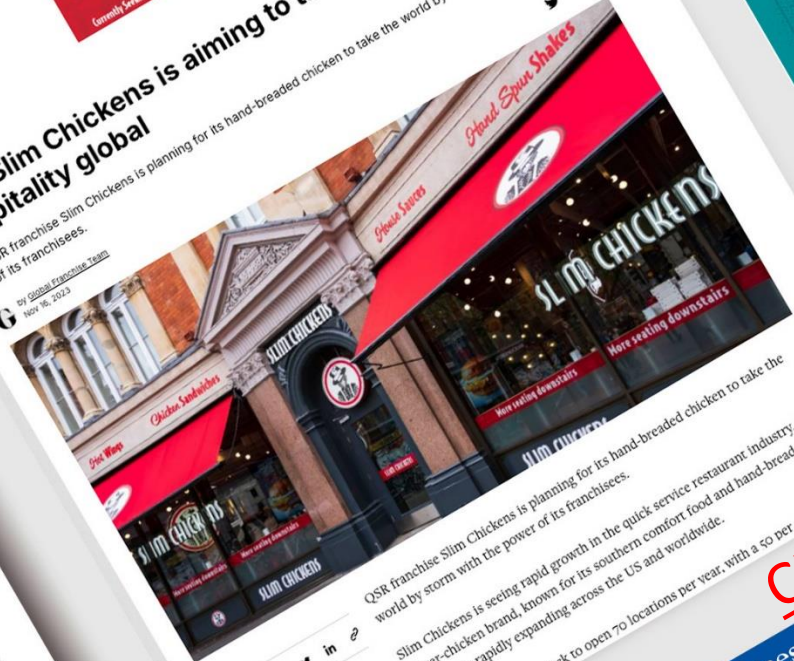
News Insight Reports

BRING OUR Breakthrough Brand TO YOUR COUNTRY!
Compassionate Master Franchises & Area Development

How Slim Chickens is aiming to take Southern hospitality global

QSR franchise Slim Chickens is planning for its hand-breaded chicken to take the world by storm with the power of its franchisees.

By Global Franchise Team
Nov 16, 2023



QSR franchise Slim Chickens is planning for its hand-breaded chicken to take the world by storm with the power of its franchisees. Slim Chickens is seeing rapid growth in the quick service restaurant industry. The better-chicken brand, known for its southern comfort food and hand-breaded chicken tenders, is rapidly expanding across the US and worldwide.

The franchise is on track to open 70 locations per year, with a 50 per cent increase in

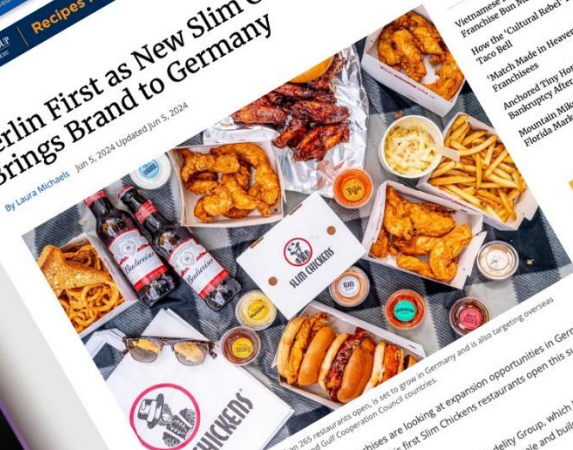
CLICK HERE

Franchise Times
The Franchise and Information Source for Franchising

Home - Newsletter Magazine News - Top 400 Franchises Resources - MENU

Recipes For Success: Increase Restaurant Profits with Strategic Accounting

Berlin First as New Slim Chickens Franchisee Brings Brand to Germany



Most Popular

- Vietnamese Flavors Shine at Emerging Restaurant Franchise Blue Mee
- How the 'Cultural Rebel' Pops Fans and Sales for Franchisees
- 'Match Made in Heaven' for 'Doppers' Pizza Franchisees
- Anchored 'Tiny Homes Co-Founders Fill for Bankruptcy After Abandoning Franchise Operations
- Mountain Mike's Signs 10-Unit Deal to Enter Florida Market

BOLD, LEGENDARY & ON THE RISE

Committed to the 500+ franchisees who have grown their businesses.

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Now serving franchise growth

can help you expand, grow.



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The Franchise and Information Source for Franchising

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Slim Chickens Makes Its Mark in U.K. as Master Franchisee Pushes Premium Positioning

Laura Michaels
Jan 28, 2023 Updated Feb 15, 2023



Boparan Restaurant Group went into the spring of 2020 operating five Slim Chickens restaurants in the United Kingdom and finished 2022 with 32 open locations. It's the kind of "turbocharger" development that gets Boparan CEO Samam Leihal excited as he marches toward the 50-unit mark with a brand he said is unlike other chicken concepts available in the country of more than 67 million people.

"It's a premium chicken offering that's really on trend," said Leihal, who moved into the CEO role in early 2022 after nearly five years as a managing director with London-based Boparan. "Fresh-cooked chicken is probably the No. 1 thing consumers recognize Slims for," while the selection of 17 house sauces "lets customers" personalize it to their tastes."

LEVERAGE THE DENNY'S DIFFERENCE

Take over

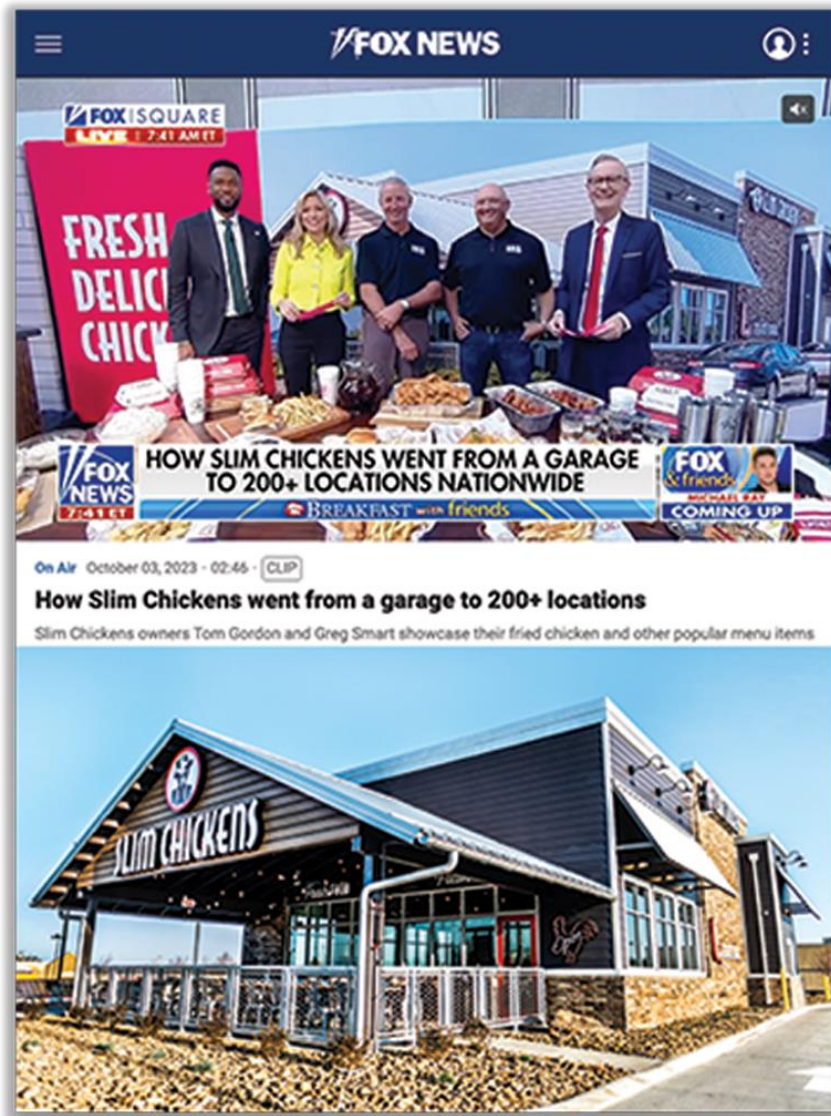
Boparan, which signed a master franchise agreement with Fayetteville, Arkansas-based Slim Chickens in 2018, operates 26 of the 32 restaurants and sub-franchisees the others to franchisees. "Hara of OCO Westend, A Starbucks licensee in Scotland, Boparan, meanwhile, struck in store in Ireland in November, opening in Belfast. Boparan, which Leihal described as the "largest retail outlet" in the world at Chesire Oaks, which Leihal described as the "largest retail outlet" in the world.

QSR

Five continents.
Twenty-three cultures.
Eighty dishes.
One story to inspire your R&D.



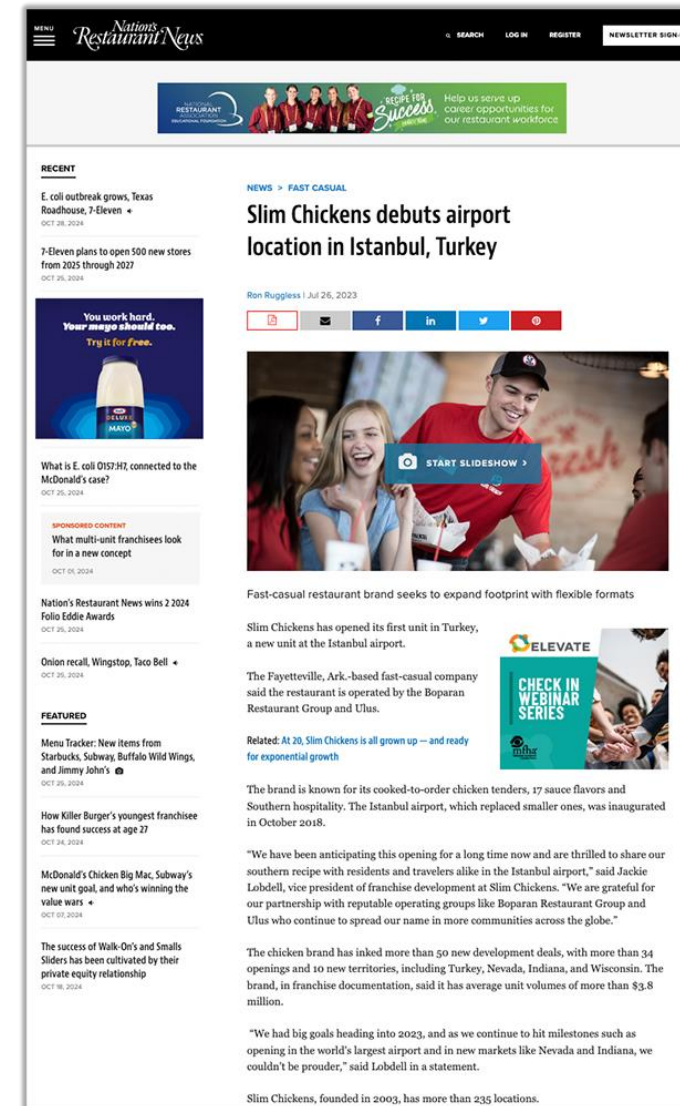
Unmatched MOMENTUM



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[CLICK HERE](#)





Berlin, Germany VIP PARTY



[CLICK HERE](#)

BERLIN, GERMANY OPENING



SUPPORT

TRAINING

OPERATIONS

MARKETING

FINANCIAL SUPPORT

DESIGN & CONSTRUCTION

REAL ESTATE





SUPPORTING Your BUSINESS

TRAINING

- **Certified Training Locations**
Comprehensive Franchise/Management Training
- **Grand Opening Training and Ongoing Support**
- **World Class Learning Management System Programs**



SLIM CHICKENS UNIVERSITY



SUPPORTING Your BUSINESS

OPERATIONS

- **Dedicated Field Support**
- **On-Going Business Plans**
- **Operational Reviews**
- **Territory Development**





SUPPORTING Your BUSINESS

MARKETING

- Strong Public Relations Activation at Contract Signing and On-Going
- Pre-Opening, Grand Opening & On-Going Marketing Support
- Annual Marketing Calendar & Activation
 - Full Digital Asset Library
 - Social Media Consultation





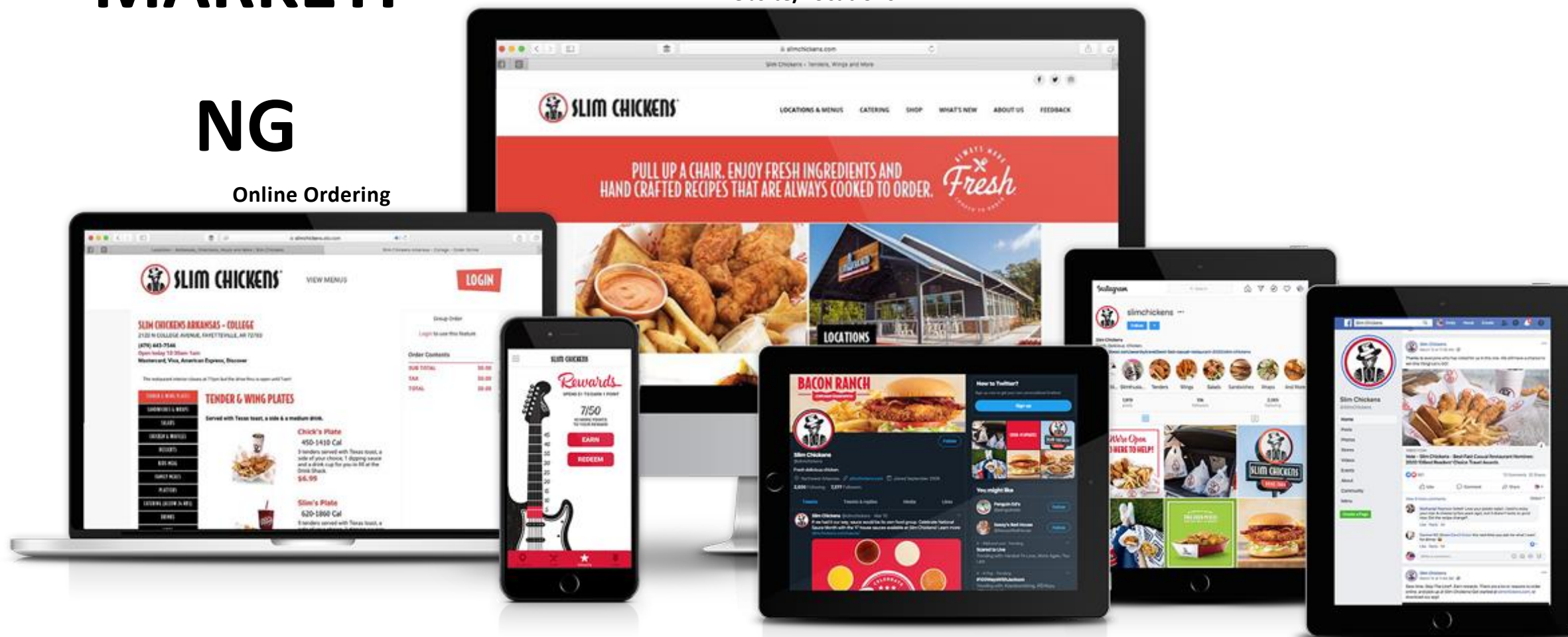
SYSTEM Digital SUPPORT

MARKETING

NG

Online Ordering

Website/Locations



Smart Phone App/
Loyalty Program

Complete Social Media Setup & Activation



Campaign EXAMPLES **MARKETING**

It All STARTS HERE

100% PREMIUM CHICKEN TENDERLOINS
The best cut you can get. Always fresh.

COOKED-TO-ORDER
You order, then we cook.

HOUSEMADE SAUCES
Variety is the spice of life. We have a sauce for everyone.

HAND BREADED
Light breading enhances flavor. Our chicken doesn't hide.

BUTTERMILK MARINATED
Locks in moisture & flavor. A southern secret.

FOR THE FULL STORY VISIT slimchickens.com/fresh

SLIM CHICKENS

Family MEAL

12 Tenders, 4 Sauces, 1 Side of Ranch Chips, 1 Side (Choose Mac & Cheese, Cole Slaw or Potato Salad), 4 Texas Toast and 1 Gallon of Tea*

NEW

Permission to Get Messy

BUFFALO
Chicken Sandwich Plate

TOPPED WITH FRIED ONIONS, FRESH LETTUCE, CRISP PICKLES & BLUE CHEESE DRESSING. SERVED WITH FRIES & A MEDIUM DRINK. FOR A LIMITED TIME.

NEW

Fan Fuel
SCORE BIG WITH FANTASTIC PARTY PLATTERS

WRAP

TENDER

WING

Rewarding CATERING

★ AS EASY AS 1, 2, 3 ★

1. Download the APP 2. Order 3. Earn Rewards
The bigger the order, the more you earn.

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Save Time ORDER ONLINE

Order ahead & it's ready when you are.

Get started at slimchickens.com

Join **SLIMTHUSIAST REWARDS**

Just for signing up, enjoy a **FREE Cayenne Ranch Chicken Sandwich!**

Free Chicken Sandwich on your next visit. Reward available 12 hours after creating account.

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WAFFLE Wednesdays

Kids Eat FREE
THIS SUMMER ON SUNDAYS

ONE FREE KID'S MEAL WITH PURCHASE OF ONE ADULT MEAL NOW THROUGH SEPTEMBER 30th.

STUDENT APPRECIATION DAY

ALL DAY EVERY TUESDAY STUDENTS GET 20% OFF*

NOW THROUGH JUNE 30, 2017



MARKET I

**SLIMTHUSIASTS: GLOBAL COMMUNITY
AND DEDICATED FAN BASE**

NG



SUPPORTING Your BUSINESS

BUSINESS TOOLS



- Accounting Calendar
- Chart of Accounts
- Vendor Partners
- Back Office System



SUPPORTING Your BUSINESS

DESIGN & CONSTRUCTION

- Site Selection
Site Approval
- Asset Layout / Design
Project Management Tools



PROCORE



UNITED KINGDOM – A Bit of Fun



[CLICK HERE](#)



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Thank
You!

Sam Rothschild • Chief International Officer •