2026 INTERNATIONAL BRAND BOOK


Fresh Tenders
Hot Wings
Chicken Sandwiches
Hand Spun Shakes
Fresh Tenders
SLIM CHICKENS
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About Us

THE SLIM CHICKENS ST



Our mission was (and is) simple: to make the best hand-breaded chicken tenders using only the freshest ingredients, served in a friendly atmosphere where people can relax and feel at home.

We use the best cut you can get for our tenders. From the outset, 100% all-natural premium tenders have been the building block for our entire menu. Our time-tested recipe has become a household favorite, locking in flavor with our southern-style buttermilk marinade, and lightly breaded by hand with every order.

Why SLIM CHICKENS?

Our Food

Our Culture

Our Team



Slims' is known for having the right combination of

CRAVEABLE FOOD

a cool vibe, and that extra touch of

HOSPITALITY

Families 35%

Millennials & Gen Z (Aged 18-35) 33%

Bus Professionals & Urban Dwellers 28%







SLIM CHICKENS

OUR MENU




Crispy
WINGS

Slim’s Famous

TE

- 100% All Natural
- Buttermilk Marinated
- Hand Battered
- Made To You Order
- 14 Dipping Sauces





14 HOUSE SAUCES





CRAFT CHICKEN SANDWICHES





8 WING MEAL





FARM FRESH PREMIUM SALADS

Sides and Desserts

CRISPY ONIONS





FRIED MUSHROOMS



DESSERT JARS





FRIED PICKLES

SLIM CHICKENS





Milkskaes and Mason Jar Desserts

MENU LOOK AND FEEL

BUTTERMILK TENDERS



MOST POPULAR

3 Tenders MEAL £11.25 *from 664 kcal*

5 Tenders MEAL £13.75 *from 826 kcal*

3 Plant Based Tenders MEAL £12.75 *from 890 kcal*
Oatmilk marinated tenders

4 Tenders MEAL £12.75 *from 759 kcal*

7 Tenders MEAL £12.25 *from 1128 kcal*

Meals served with Texas toast, seasoned fries, house sauces & a bottomless soft drink

TENDERS & WINGS

3 Tenders & 3 Wings MEAL £14.75 *from 594 kcal*

5 Tenders & 5 Wings MEAL £17.25 *from 1467 kcal*

Meals served with Texas toast, seasoned fries, house sauces & a bottomless soft drink



CRISPY WINGS

Add HOT RUB TO YOUR WINGS



6 wings MEAL £12.75 *from 876 kcal*

8 wings MEAL £14.75 *from 936 kcal*

10 wings MEAL £16.25 *from 1080 kcal*

Meals served with Texas toast, seasoned fries, house sauces & a bottomless soft drink

BONELESS BITES



6 piece MEAL £12.75 *from 774 kcal*

8 piece MEAL £14.75 *from 829 kcal*

10 piece MEAL £16.25 *from 1103 kcal*

Meals served with Texas toast, seasoned fries, house sauces & a bottomless soft drink

CRAFTED SANDWICHES



Hot Buffalo Sandwich
MEAL £14.25 *from 917 kcal*
Buttermilk chicken breast in Buffalo sauce, lettuce, pickles, fried onions & blue cheese sauce

Honey BBQ Sandwich
MEAL £13.75 *from 852 kcal*
Buttermilk chicken breast in honey BBQ sauce, pickles, onions & Cheddar Jack cheese

Classic Chicken Sandwich
MEAL £12.75 *from 804 kcal*
Buttermilk chicken breast with lettuce, pickles & mayo

NEW Hot Honey Ranch Sandwich
MEAL £13.75 *from 893 kcal*
Spicy Buttermilk chicken breast, lettuce, pickles & mayo, drizzled with Hot Honey Ranch!

Plant Based Buffalo Sandwich
MEAL £14.25 *720 kcal*
Oatmilk marinated, lettuce & pickles

Meals served with seasoned fries, house sauce & a bottomless soft drink

SIGNATURE SIDES

Fried Pickles £5.95 *480 kcal*

Coleslaw £3.95 *570 kcal*

Mac & Cheese £5.95 *512 kcal*

Seasoned Fries £3.95 *270 kcal*

3 Tenders £6.95 *220 kcal*

3 Wings £5.95 *288 kcal*

5 Tenders £9.45 *370 kcal*

6 Wings £8.45 *576 kcal*

6 Boneless Bites £8.45 *297 kcal*

10 Boneless Bites £11.95 *495 kcal*

Crispy Fried Onions £5.45 *717 kcal*

Buffalo Blue Loaded Fries £7.95 *557 kcal*

Texas Toast £1.95 *300 kcal*

Extra Sauce £1.45 *from 31 kcal*

Gravy £2.95 *70 kcal*

KID'S MEALS

Tenders Meal £6.95 *537 kcal*
2 Buttermilk Tenders, Texas toast, fries, carrots, cucumber

Boneless Bites £6.95 *579 kcal*
4 Boneless bites, Texas toast, fries, carrots, cucumber

Tender Mac & Cheese £6.95 *669 kcal*
Served with a Buttermilk Tender



Served with a Fruit Shoot. 10 years & under

FRESH SALADS & WRAPS

Slim's Salad £13.25 *from 559 kcal*
Served with bottomless soft drink

Slim's Wrap MEAL £12.25 *from 828 kcal*

Buffalo Wrap MEAL £12.25 *from 813 kcal*

Meals served with seasoned fries, house sauce & a bottomless soft drink



HAND-SPUN SHAKES

All £6.00

Vanilla *557 kcal*
Chocolate *590 kcal*
Strawberry *586 kcal*
Oreo® *640 kcal*
Popcorn *583 kcal*

Lotus Biscoff® *722 kcal*
Cadbury Flake® *685 kcal*
NEW Raspberry & White Choc *675 kcal*

JUST £3 AS A MEAL UPGRADE

HOUSE DIPPING SAUCES



An average adult requires approx 2000 kcal a day.

If you have any food allergies or intolerances, please let your server know before ordering.

SLIM CHICKENS

International GROWTH

GLOBAL DEVELOPMENT PIPELINE & OPERATING MARKETS

300+
Locations
Open &
In Development

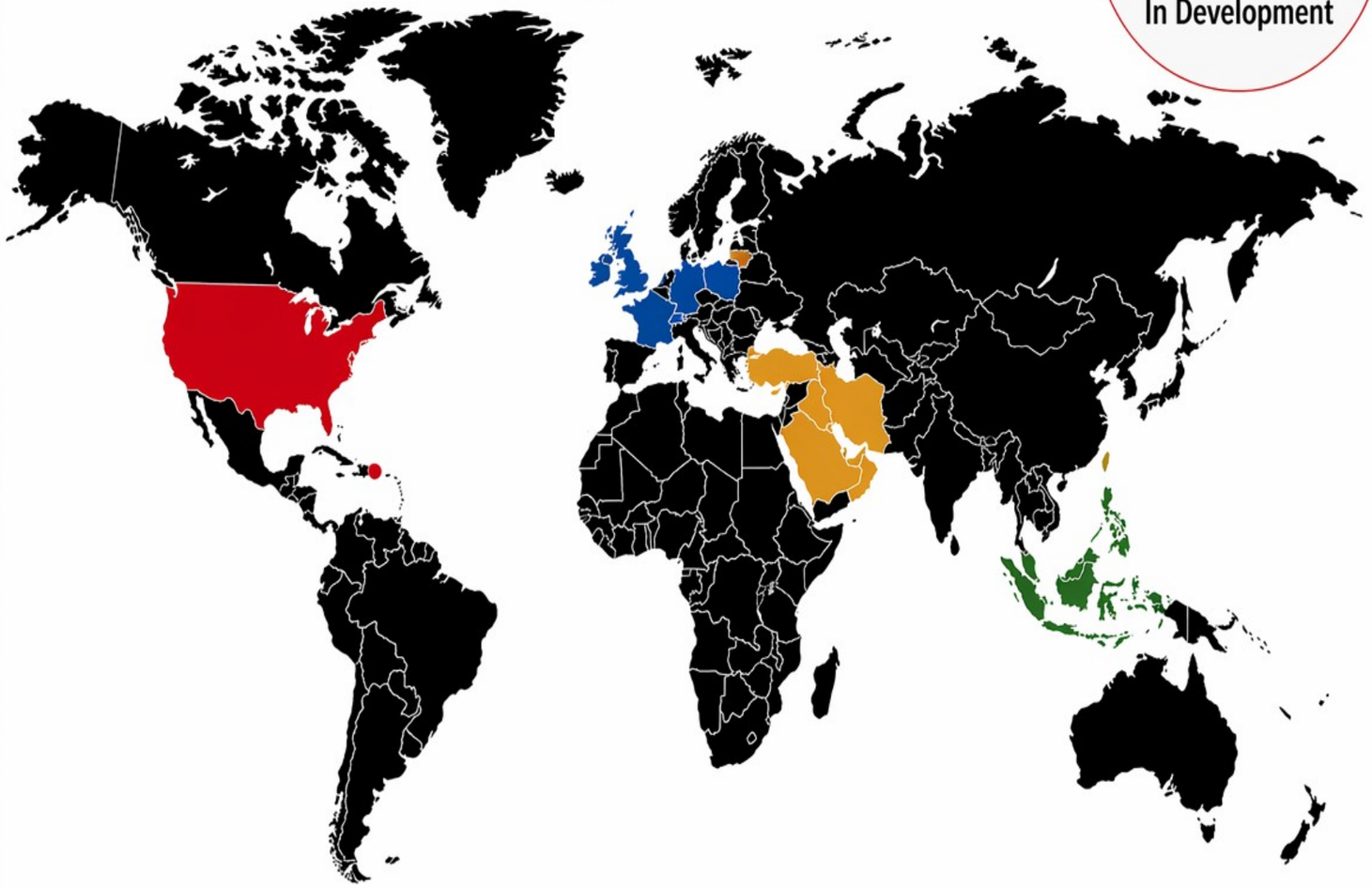
SIGNED & ACTIVE MARKETS

AMERICAS
- United States
- Puerto Rico

EUROPE
- United Kingdom
- Ireland
- Poland
- Germany
- France (Paris)

MIDDLE EAST
- UAE
- Qatar
- Saudi Arabia
- Turkey

ASIA-PACIFIC
- Malaysia
- Singapore
- Philippines
- Brunei



Recent Signing

UAE

Qatar

Saudi Arabia

Malaysia

Singapore

Brunei

Philippines









Slim's Prototype Building



OUR LOCATIONS

International RESTAURANTS



ST PAUL , LONDON



JAMES STREET, LONDON

International RESTAURANTS



TRAFFORD CENTER, MANCHESTER



SWINDON, UK



Birmingham. TRAIN STATION

International













Malaysia
SS 15









Malaysia
NU SENTRAL









LADBIBLE, BUZZ FEED, THE BRIT SPOT



Campaign EXAMPLES











LIMITED TIME O



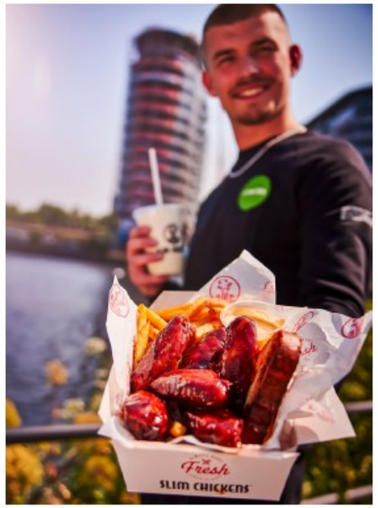







Fresh
SLIM CHICKENS




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2025 Promo Calendar

Q2 | Q3 | Q4

Promo 2: APR, MAY | Promo 3: JUN, JUL | Promo 4: AUG, SEP | Promo 5: OCT, NOV, DEC

Brand Story

- We Brine, We Buttermilk, We Hand-bread, Cooked to Order Evolution 1
- New Branding Visual Elements, Evolution 2
- New Brand Look

Simple Promotions

- 6 pc. Tender Bites starting at $4.99
- Crispy Chicken Sandwich starting at $4.99 (a la carte)
- Celebrate Fry Day
- Tender Bites Are Back!!!
- Spicy Tenders
- *Core Sauce Optimization*

Brand Swagger



$7.99, 6 pc Tender Bites Meal 4/24-5/7



NEW Merch. Drop #1

Crispy Chicken Sandwich Giveaway



NEW Merch. Drop #2



NEW MENU LAYOUT

- Recording Studio/Content Generation

Check Upsell

- *Strawberry Cheesecake thru Sept. 28*
- NEW NILLA Banana Pudding Jar **(June 2-Sept. 28)**
- ***Reset*** Jar Desserts Cherry Cheesecake/Keep Banana

Tests

- *Kickoff - Door Dash - Optimization*
- *Grassroots Digital Program*
- *Bites Offers*
- *Spicy Tenders*
- *Ranch Flight*
- *2 Tenders + Sauce Test $2.99*

Telling the story behind our food





SUPPORT

TRAINING

OPERATIONS

MARKETING

FINANCIAL SUPPORT

DESIGN &

CONSTRUCTION

REAL ESTATE



Awards and Recognitions

QSR BREAKOUT BRAND OF THE YEAR

QSR

THE 40 SMARTEST GROWING BRANDS

FAST & SERIOUS
FRANCHISE TIMES RANKS THE SMARTEST-GROWING BRANDS

FAST & SERIOUS – #5 SMARTEST GROWING BRAND

Franchise Times

RANKED ON INC. 5000

Inc.

BEST FAST CASUAL RESTAURANTS

USA TODAY

TOP 100 MOVERS & SHAKERS LIST

Fast Casual.com

TOP 50 CONTENDERS OF THE YEAR

QSR

THE 10 HOTTEST FRANCHISES

ASPIONEER

RANKED ON TOP 400+ LIST

Franchise Times

TOP RECESSION-PROOF BUSINESS

FranchiseBusinessREVIEW
Sharing the franchise experience

ONE OF THE FASTEST-GROWING FRANCHISES

Entrepreneur

Berlin, Germany **VIP PARTY**



CLICK HERE

BERLIN, GERMANY OPENING

bit of Fun





Thank You, Talk Soon!