



**Chester's**

## FRANCHISE GUIDE

This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law.

Minnesota File No. F-5829





## TASTE THE FUTURE OF CHESTER'S.

The new Chester's 2.0 system addresses the challenges that operators feel around managing labor, controlling waste, driving sales, and serving delicious food. Our new model is a game-changer, featuring an innovative merchandiser with extended hold times, a two-basket frying system for greater efficiency, and a revamped packaging suite to help with sales and speed of service. Imagine the possibilities.

## WHY I CHOOSE CHESTER'S

At Chester's, we truly believe that we have several competitive advantages vs. other c-store chicken programs – Service, Support, COGS, Training, and Customer Satisfaction. But don't take our word for it. Here are what some of our operators, who have previously partnered with other chicken brands in their c-stores, have to say:

### Having partnered with another program, what makes Chester's your preferred program?

"I could recognize the entire Chester's Team by name, but when it comes down to it, I chose the Chester's Team not the program. **The relationships are what make this program amazing**, and they just happen to sell the best chicken around!"

**MARK GRAHAM**  
C-Store Operations Manager  
Summit Stores  
4 Active Chester's Locations

### What would you tell other operators who are considering switching to Chester's?

"If you are interested in a better system, better support, and a better overall experience – **MAKE THE SWITCH**. It will 100% be worth it."

**ROGER HUDSON**  
Sr. Food Service And Beverage Manager  
MFA Oil/Break Time Convenience Stores  
14 Active Chester's Locations

## THE CHESTER'S DIFFERENCE

**2X** Double-Breaded Family Recipe



Focus on Margins



Turnkey Concept



National Brand Recognition



Operational Training and Field Support

# TURNKEY CONCEPT



Chester's offers flexible store layout options to fit the needs of your location. Our Store-in-Store and Full Dining models are designed to optimize sales at convenience stores, travel centers, supermarkets, and more.

## IN-LINE 8' COUNTER 500+ sq. ft.

Our most popular option features Chester's fried chicken within a maximized, in-line format.

- Crispy Station (46" w)
- 2 Panel Menu + 1 Panel Promo Board
- Optional back up Hot Holding Cabinet (for stores doing over \$1500 in daily sales)



## IN-LINE 6' COUNTER 500+ sq. ft.

For stores with a slightly smaller footprint or service area, the 6' counter delivers the full Chester's experience in a smaller space.

- Crispy Station (46" w)
- 2 Panel Menu Board

## FULL DINING ROOM 500+ sq. ft.

Extend Chester's into your dining room for a more immersive guest experience.

- Crispy Station (46" w)
- 2 Panel Menu + 1 Panel Promo Board
- Optional back up Hot Holding Cabinet (for stores doing over \$1500 in daily sales)
- Sourced Materials for Tables, Chairs, Service Counter, Walls, etc.



## GRAB-N-GO 4+ sq. ft.

Complement your Chester's concept by featuring grab-n-go sandwiches for additional sales.

- 1-2 Hour Hold Time
- Use any hot case that maintains product holding temperatures of 140° or above.

# CHICKEN

Chester's fresh, marinated bone-in and tenders are double hand-breaded and fried to golden perfection. Our signature recipe uses Chester's Poultry, Western Breading, and Batter Dip. Our Bites, Livers, and Gizzards are frozen products with longer shelf that are thawed and hand breaded, just like our fresh chicken. Lastly, our Bone-In Wings are fully cooked and frozen for easy freezer to fryer preparation and delicious flavor.



**BONE-IN CHICKEN**



**CHICKEN TENDERS**



**CHICKEN BITES**



**LIVERS AND GIZZARDS**



**BONE-IN WINGS**

## SANDWICHES

Chester's Chicken Sandwiches are specially marinated, double-breaded, fried to perfection and served on delicious Martin's Potato Rolls.



**STINGIN HONEY GARLIC CHICKEN SANDWICH**



**BUFFALO CHICKEN SANDWICH**



**FRIED CHICKEN SANDWICH**

**Martin's**  
Famous  
POTATO ROLLS AND BREAD

# HOMESTYLE SIDES

Chester's Sides are a taste of home cooking on-the-go. Preparation is fast and easy.



MAC & CHEESE



CHESTER'S WEDGES



HONEY BUTTER BISCUITS



MASHED POTATOES WITH  
ROASTED CHICKEN GRAVY



GREEN BEANS

## DIPPING SAUCES

Our craveable dipping sauces feature 5 unique flavor profiles, including our signature Chester's Sauce.



## PACKAGING



## DESSERTS

Our delicious fried pies are conveniently low labor.



APPLE FRIED PIE  
STRAWBERRY CREAM CHEESE  
FRIED PIE

## PACKAGING AND SUPPLIES

Use our branded boxes, wax bags, branded sides containers, and sandwich labels for all packaging solutions.

Ensure better tasting food and help maintain your equipment by using Chester's Premium Liquid Fry Shortening, ClariFRY, Deep Cleaning Fryer Powder, and filter paper.

Chester's franchisees are required to serve Chester's full menu and stock approved products. This includes Chester's poultry, breading, batter dip, sides, desserts, packaging, and supplies.

# KITCHEN LAYOUT & EQUIPMENT



## 1 FRYER

The fryer cooks fried chicken quickly and easily, delivering maximum profits with minimum effort and expense.

## 2 BREAD AND BATTER TABLE

The "BBT" is used to double hand-bread the chicken before frying.

## 3 CRISPY STATION MERCHANTISER

The Crispy Station merchandiser from Marshall Air uses ThermoGlo™ technology to keep chicken hot, crispy and fresh for longer.

## 4 BACK UP HOT HOLDING

Ideal for high volume locations who need additional hot holding capacity during peak times.

## 5 LANDING TABLE

Roll the landing table right up to the fryer, unload cooked product directly into the pan, and immediately transport the hot food to the serving line or warmer.

## 6 OIL CADDY

The oil caddy is a durable container for safely handling waste shortening.

## 7 CADCO OVEN

The Cadco oven is used for preparing biscuits and other miscellaneous items.

## 8 SIDES RETHERMALIZER

The rethermalizer is used to heat and prepare all of the side offerings, like mac and cheese, green beans, gravy, etc.

## 9 SMALLWARES KIT

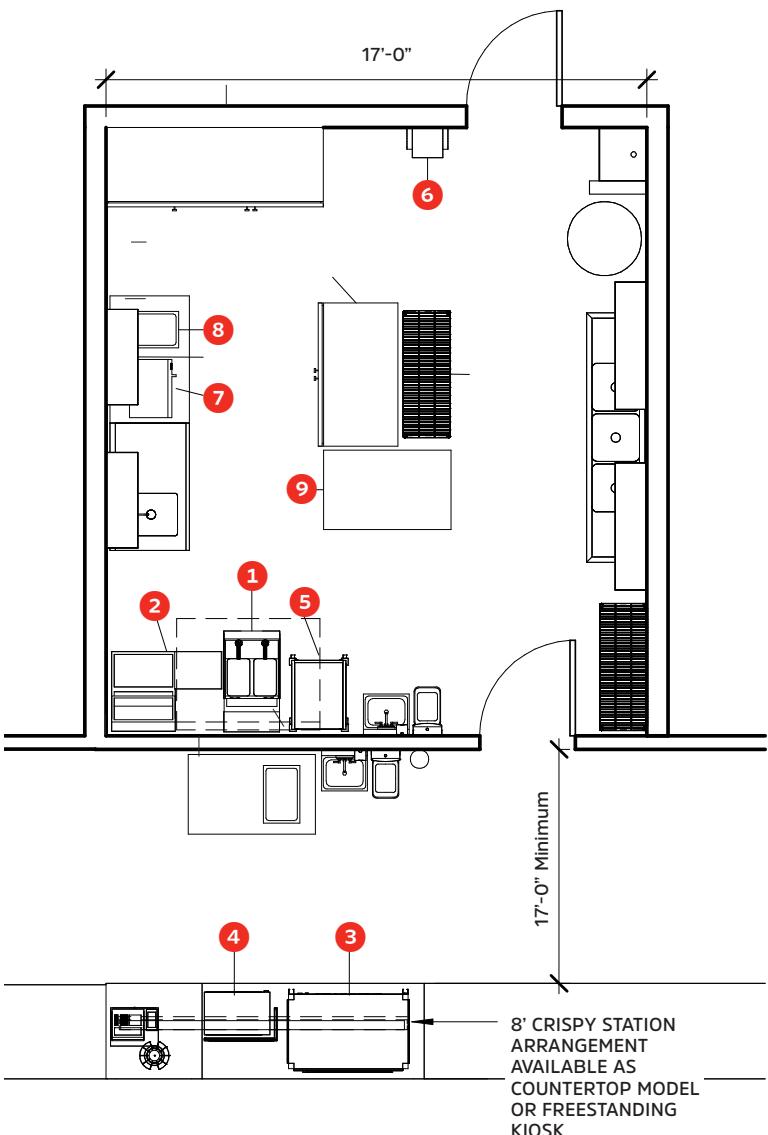
This kit contains smallwares necessary for preparing and serving Chester's chicken, as well as important tools for fryer maintenance.

## 10 OTHER

Franchisee is required to have ample dry, refrigerated, and frozen storage space. Franchisee is also required to follow local ordinances regarding vent hood requirements and fire prevention.

## STORE-IN-STORE LAYOUT EXAMPLE

Approximately 500 sq. ft.



*Equipment measurements may vary depending on specific models ordered.*

# BEST IN CLASS MARKETING

## REQUIRED GRAPHICS

LED building sign, service counter laminate and graphic, street talker, wall poster holder, and digital menu boards

## PERMANENT SIGNAGE

Pole signs, store front signs, monument signs, DOT signage, and more

## LOCAL STORE MARKETING

Wall posters, window clings, bollard sleeves, bowhead banners, and more

## PRINT & DIGITAL PORTAL

Labels, uniforms, take out menus, gas pump videos, social media assets, digital menu boards, and customizable elements

## PROMOTIONAL CALENDAR

Three promotional periods per year, backed by extensive marketing support

## CHESTER'S CLUB

Loyalty program where members can win exclusive merchandise and get insider Chester's infomation

## DELIVERY SERVICES

Opportunity to partner with delivery services to increase sales volumes



# DEDICATED SUPPORT



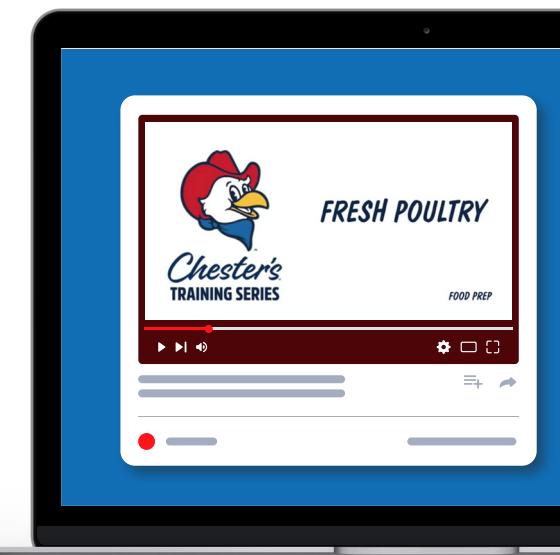
## OPERATIONAL TRAINING & FIELD SUPPORT

- 4.5 Day Opening Week Training
- Assigned Chester's Representative

## TRAINING VIDEOS & JOB AIDS

We offer a full online library of easy-to-understand training videos and comprehensive job aids.

*Available on the Franchise Resource Center located on our website.*





## OPEN A CHESTER'S IN JUST **5 STEPS**

- 1 Application and Approval**
- 2 Agreement**
- 3 Store Readiness Review**
- 4 On-Site Training**
- 5 Grand Opening Celebration!**



*Chester's*<sup>®</sup>

FRANCHISE  
WITH US



1531 3RD AVE N, SUITE 110 | BIRMINGHAM, AL 35203 | 205.949.4690  
START@CHESTERSCHICKEN.COM | CHESTERSCHICKEN.COM

This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law.

Minnesota File No. F-5829