



Join a Fast-Casual Concept with
a Track Record of Success in a
Rapidly Expanding Market

FRANCHISE OPPORTUNITY

Don't be a chicken...

Take a Bite of Southern Chicks Cafe & Daiquiris.

Join a flock of fast-casual restaurants focused on quality food, quick service and a family-friendly atmosphere. Southern Chicks Cafe and Daiquiris is bringing a simple-to-operate cafe with a strong potential ROI to the franchise marketplace with a track record of success, hands-on franchisee support, and low start-up costs. With expert training and coaching from the Southern Chicks Cafe and Daiquiris management team, we'll teach you how to make a profit quickly with our delicious dishes and southern charm.

At Southern Chicks, the meals are quick, and healthier than your traditional fast-food restaurant. Southern Chicks strives to make each customer's experience one they will never forget. Born and raised in Louisiana, owner Angel Ewig started Southern Chicks with a passion for cooking and an adoration for small town charm. You can feel that charm in every aspect of our restaurants, from the cozy decor, to hand-crafted menu, and welcoming smiles from our staff. We have a little bit of something for everyone. Whether it is to grab a bite to eat, relax after work with one of our daiquiris, or bringing home a delicious dessert to your loved ones, we have you covered.

With our expertly-crafted menu, we are able to cross utilize many products and cooking styles which allow for more efficient purchasing margins, yet gives customers enough variety to keep them coming back. Southern Chicks Cafe and Daiquiris intends to create a nationally branded franchise concept by establishing consistent, simple methods of operation, proprietary recipes, policies and procedures that ensure high quality product and customer service, and a strong franchise support structure.



Are you interested in a
owning a fast-casual
restaurant with a track
record of success and
dedicated franchisee
support? If so, this is the
opportunity for you!

Rule the Roost

by Owning your Very own Southern Chicks Cafe & Daiquiris.

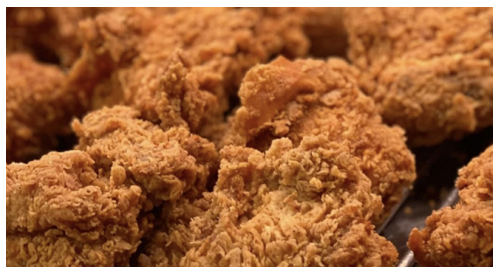
Southern Chicks Cafe and Daiquiris is bringing an exciting concept to the fast-casual industry with our mouth-watering fried chicken and thirst-quenching daiquiris. You won't find our proprietary recipes and commitment to customer service anywhere else.

- **SIMPLE-TO-OPERATE:** The Southern Chicks Cafe and Daiquiris model is operationally simple for this industry and runs smoothly with very few employees and a reasonable workload for an owner operator.
- **EXPANDING MARKET:** By 2030 it is predicted that chicken will account for 41% of all meat eaten in the US. This provides ample room for growth for our fast-casual restaurants. Afterall, everyone loves fried chicken!
- **EXPANSIVE, FAMILY-FRIENDLY MENU:** Our fried chicken is created to give you just the right kick with the perfect crunch and juiciness in every bite. Our expansive menu starts with a variety of customer favorites, (sweet corn fritters, chicken cracklins topped with fried jalapenos, and homemade onion rings just to name a few). We also serve crispy wraps, loaded salads, big burgers and sandwiches, and a variety of daiquiris and desserts to top off any meal.

- **POISED FOR SUCCESS:** Our experienced management team, dedication to franchisee success, and commitment to customer service sets Southern Chicks Cafe and Daiquiris a cut above the rest.
- **STRONG FLAGSHIP LOCATION:** Southern Chicks has a strong operating location in New Roads, Louisiana that is currently operated by the founder of Southern Chicks, Angel Ewing. We have created a very profitable business with yearly gross sales over 1 million in a population of less than 5,000 people. Imagine what we can do in a big city!
- **PROFITABLE BUSINESS:** Southern Chicks Cafe and Daiquiris has a very impressive potential ROI for a franchise owner. With a low start-up cost for a business of this type, and applicability in a wide range of markets, the concept is financially sound.

"[Angel] is very caring and compassionate. She cares about all of her employees and is never afraid to get her hands dirty. She is always working right there with us."

- Raquel Patin, Employee



Come Join Our Flock

The most successful Southern Chicks Cafe and Daiquiris franchisees will be outgoing with an entrepreneurial spirit and have some experience in the sales or hospitality industries. Our franchisees will treat employees with respect and keep our customers with a full belly and a happy heart. We are seeking franchisees who have the following qualities to join our team:

- Incredible Work Ethic, Discipline, and Integrity
- Strong Guest Service Skills
- Dedication to Southern Chicks Cafe and Daiquiris Culture
- Understanding of Business, Schedule, and Time Management
- Leadership Mentality

"We are all like family. We all try to help each other when needed. we love our customers and always try to have the best customer service."

- Konnie Bowman, Employee





Your Success is Our Success

We provide the knowledge and experience necessary to make each Southern Chicks Cafe and Daiquiris a profitable business, along with quarterly reviews and a dedicated franchisee support team.

COMPREHENSIVE TRAINING:

An extensive dual-phase initial training program will help set up our franchise partners with all the knowledge they need to run a Southern Chicks Cafe and Daiquiris.

OPERATIONAL SUPPORT:

We will provide ongoing training and support in many areas, including unit operations and maintenance, customer-service techniques, product ordering, suggested pricing guidelines, and administrative procedures.

MARKETING SUPPORT:

We will help you leverage our unique brand. We will coordinate development of advertising materials and strategies, consumer marketing plans, and materials.

ONGOING BUSINESS DEVELOPMENT

SUPPORT: We will provide our continued research methods and techniques to enhance unit-level profitability.

Financial Snapshot

Franchise Fee:
\$30,000

**Estimated
Minimum
Initial
Investment:**
\$267,800 (with
franchise fee)

Royalty Fee:
6% of Gross
Sales



*Are you ready to bring a
Southern Chicks
Cafe & Daiquiris
to your hometown?*

Take the next step in
becoming a part of the
Southern Chicks Cafe
and Daiquiris team.

To learn more, email us at
southernchicks16@yahoo.com or visit our
website at SouthernChicksCafe.com.

southernchicks16@yahoo.com

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southernchicksfranchise



This is not a franchise offering. A franchise offering can be made by us only in a state if we are first registered, excluded, exempted or otherwise qualified to offer franchises in that state, and only if we provide you with an appropriate franchise disclosure document. Follow-up or individualized responses to you that involve either effecting or attempting to effect the sale of a franchise will be made only if we are first in compliance with state registration requirements, or are covered by an applicable state exclusion or exemption.