

A close-up photograph of a black metal tray containing several pieces of grilled chicken, red and green bell peppers, and a purple onion, garnished with fresh rosemary. The food is arranged diagonally across the frame.

#PROTEIN MOMENT

July 27-29, 2026

Innisbrook Resort
Palm Harbor, Florida

**CHICKEN
MARKETING
SUMMIT**

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Selling Chicken King Programs



When selling the Chicken King Programs its imperative you keep this is mind:

☐ Chicken King is not an ITEM CODE, we are a Branded Concept

- When a customer signs our Memorandum of Understanding (MOU):
 - They agree to operate our program as instructed and trained
 - Allow our representatives to inspect, evaluate and correct operations as needed
 - Buy only CK proprietary or recommended products; chicken, breading, packaging, and various other dry goods and side dishes as needed for the program
 - Display our menu board and graphics

☐ Chicken King Chicken is branded as **Home of the Royal Crunch**. Before it is bagged, boxed, transported and lands in our customer's kitchens, it is infused with our proprietary marinade developed for a "Savory Fried Chicken with a Southwestern Kick"

- It is ready to be breaded and fried. No further marination is required
- If an operator is out of Chicken King Chicken, **they are out of Chicken.**



☐ **No Franchise Fees**

☐ **No Royalties**

☐ **Simple Menu Items**

☐ **Personalized Customer Service**

☐ **Customizable Graphics**

☐ **Adaptable to Existing Equipment**

Additional nutrition information available upon request.

FAMILY MEALS

Chicken or Tenders

10 PCS	\$38.99
2 Large Sides, 4 Biscuits	
20 PCS	\$59.99
4 Large Sides, 8 Biscuits	

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ROYAL WINGS

BUFFALO - BBQ - CRISPY - CRISPY BUFFALO

6 PCS	\$10.99
12 PCS	\$17.99
24 PCS	\$30.99

*

CHICKEN SANDWICH

2 Chicken Tenders on a Brioche Bun

Original	\$6.99
Spicy	\$7.49

White cheddar cheese and buffalo

À LA CARTE

Grab an extra piece

Breast	\$4.99
Leg	\$2.79
Thigh	\$3.79
Wing	\$2.99
Tender	\$2.99

SUPREME SIDES

Savory sides made daily in our kitchen

Mac N' Cheese	Coleslaw
Mashed Potato	Wedges
Reg	\$3.99
Lrg	\$5.99

HONEY BISCUIT

Drizzled with our Honey Sauce

1 PCS	\$1.49
3 PCS	\$3.99
6 PCS	\$7.49

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CHICKEN COMBO

White, Dark or mix by request
(Includes one breast) + 1 Biscuit

2 PCS	\$5.49
3 PCS	\$7.49
4 PCS	\$8.99
8 PCS Dark Only	\$14.99

CHICKEN KING

HOME OF THE ROYAL CRUNCH

* **MAKE IT \$3.99 A MEAL**
Add a Regular Side + Small Drink

*

TENDER COMBO

1 Dipping Sauce (Ranch - BBQ - Buffalo - Honey Mustard) + 1 Biscuit

2 PCS	\$5.99
4 PCS	\$7.99
6 PCS	\$10.99
8 PCS	\$13.99

2,000 calories a day is used for general nutrition advice, but calorie needs vary.

Prospecting for Chicken King

- ☐ Hot Deli is the fastest growing category in the C-Store Channel
- ☐ Branded Food Concept will sell significantly more than non-branded food items
- ☐ Good prospects will have a kitchen that includes a three-compartment sink
 - ☐ Have or have the ability, to add a “grease trap”
 - ☐ Have or have room to add a fryer
- ☐ Hoods are great but ventless fryers allow the use of fryers without the hassle of installing a hood
 - ☐ Be able to cook for at least 8 hours daily
- ☐ Have room and be willing to install a hot case near the main cashier station
 - ☐ Love Fried Chicken.... Who doesn't love fried chicken??

Vetting a store for our Fresh Program

- ❑ Chicken King's Fresh program is designed to operate in a Business in Business environment. It is not recommended for a Stand-alone location.
 - Convenience Stores With Gas
 - Convenience Store without Gas
 - Small Grocery

- ❑ Convenience Stores with Gas
 - Inside sales of a minimum \$90,000 monthly, \$100,000 preferred
 - NOT to include Gas or Lottery Sales

- ❑ Convenience Stores without Gas
 - Optimally should have 500-700 sales or “baskets” daily

- ❑ Small Grocery
 - Typically should have \$250,000 monthly sales and a combination of at least 500 door swings on a daily basis
 - This can change if the location is especially rural or in a “food desert”

Vetting a store for our Grab n Go Program

☐ **Grab n Go is for smaller locations that may not be able to support a fresh chicken program**

- **No room for a Kitchen**
- **Can't pull the necessary permits**
- **Low inside sales**

☐ **These locations should have:**

- **Inside sales no lower than \$60,000**
- **A three-compartment sink**
- **Room for a small GnG hot case**
- **A COMBI Oven is required.**

Brochures



PLUG & PLAY PROGRAM

Each frozen product is prepared with the unique Chicken King "Southwestern Flavor Profile" to achieve the "Royal Crunch!"

MAIN ITEMS



Chicken Tenders
60-80 pieces/case



Chicken Sandwich fillet
40/case



Boneless Wings
80-110 pieces/case

SIDES



DELICIOUSLY ATTRACTIVE

Our unique packaging gives the customer a view of the item prior to purchasing. The specifically designed box with window keeps the products fresh and delicious.



EQUIPMENT

All products are fully-cooked-frozen-items that can be prepared in a High Speed oven. There is no additional permitting or hood requirement for the Grab n' Go program.

We are working with Fri-Jado holding warmers and the Midea High Speed Oven to make this program ready for any location.



can be used with the program



HOME OF THE ROYAL CRUNCH



EQUIPMENT NEEDS

Our simple and flexible program targets businesses looking to add quality and convenient food service.

- Hot Food Case
- Menu Support System
- Deep Fryers (Gas or Electric)
- Oil Filtering System
- Convection Oven
- Steam Table or Rethermalizer
- Smallwares (cooking utensils and containers)
- Both Indoor and Outdoor Graphics and Signage (customizable)
- Type 1 Hood
- Ventless Fryers with Built-In Hoods are available



SAVORY FRIED CHICKEN WITH A SOUTHWESTERN "KICK"

We have developed a unique Southwestern Fried Chicken with delicious Honey Biscuits and Supreme Sides.

Our Food Truck has been the test kitchen for our recipes and we have served thousands of happy customers at many events over the past year.

Our program will help make your store go from an impulse visit to a destination and add more opportunities for increased revenue.





Memorandum of Understanding

This Memorandum of Understanding is between Chicken King, LLC (CK) and **Enter Licensee Name Here (Known as Licensee)**

1. Licensee: would like to use the trade name Chicken King for the purpose of selling fried chicken and various related products through one or more of its stores;
2. There are NO fees or royalties.

Chicken King will provide to the Licensee the following:

- Chicken King will provide training on all policies and procedures, food service standards and guidance for maintaining a successful food service program.
- Chicken King will collaborate with Licensee on the proper signage placement and provide recommendations for increased brand visibility.
- Upon opening, Chicken King will provide (5) weekdays (Mon-Fri) of training covering all product handling, prepping and cooking procedures, ordering and receiving products, selling and up selling, packaging for profit, merchandising standards and equipment maintenance.
- Chicken King will schedule retraining upon request and according to trainer availability.
- Chicken King will grant Licensee non-exclusive right to use Chicken King trademarks and logos which may be enhanced and replaced over time.
- Chicken King will grant a 0 mile(s) of radius protection.
 - White label sales or non-similar businesses are exempt from this protection.
 - Deliver Apps and Ghost Kitchen sales are exempt from radius protection.

Licensee OBLIGATIONS in consideration for being a valued Chicken King Operator displaying the CK trademark and logos, Licensee shall:

- Perform within the policies and procedures and standards of service and maintenance guidelines per the instructions of your trainer and related training materials.
- Allow Chicken King and or its designated representatives to inspect, evaluate and correct

CK operations as needed.

- Purchase all Chicken King proprietary items required to successfully operate the CK program as outlined in received training and training manuals
- Represent Chicken King in a professional manner within the guidelines of your training and training manual.
- Provide excellent customer service.

Customers must sign a "Licensing Agreement" and obtain approval for all signage and marketing materials created by Licensee featuring Chicken King trademarks or logos before utilizing the same.

If at any time (Licensee) desires to end their relationship with Chicken King; Licensee shall provide a 30 day notice to Chicken King. All Chicken King graphics, to include but not limited to; indoor and outdoor signage, menus, window graphics, packaging, register stands, posters and or any additional marketing materials must be removed from Licensee's location(s) on or before the end of the 30 days.

In the event Chicken King desires to terminate the relationship with Licensee due to Licensee's failure to perform in a manner consistent with Chicken King's policies and procedures as outlined in this document and or any other behavior or event Chicken King deems to be detrimental to the Chicken King Brand, Chicken King may provide written notice to allow Licensee 30 days to cure or remedy any outlined deficiencies. If the deficiencies remain without cure or remedy after 30 days, the relationship between the parties herein shall be terminated. All Chicken King graphics, to include but not limited to; indoor and outdoor signage, menus, window graphics, packaging, register stands, posters and or any additional marketing materials shall be removed from Licensee's location(s) immediately.

Signed: Customer

Signed: Chicken King

Print:

Print:

Date:

Date:

HOME OF THE ROYAL CRUNCH

IF YOU WORKED WITH THE REST, NOW IT'S TIME TO WORK WITH THE BEST

- We will perform a store visit to determine if Chicken King is right for you.
- We will assist in helping you lay out equipment both in the front and back of the store.
- We can help you choose the best equipment options at reasonable prices.
- We can help assist and refer to trusted sources for both permitting and construction.
- We will suggest graphics placement that will make your store visually stand out.
- We will train your staff and managers on how to run a food service program.
- We will continue to offer support throughout your partnership with Chicken King.





Whichever route a c-store retailer takes with its foodservice program, building an internal culture around hospitality is key to its success.

-Jason Lord- Alltown Fresh