

THE PROTEIN MOMENT

July 27-29, 2026

Innisbrook Resort
Palm Harbor, Florida

CHICKEN MARKETING SUMMIT

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POPEYES®

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POPEYES®

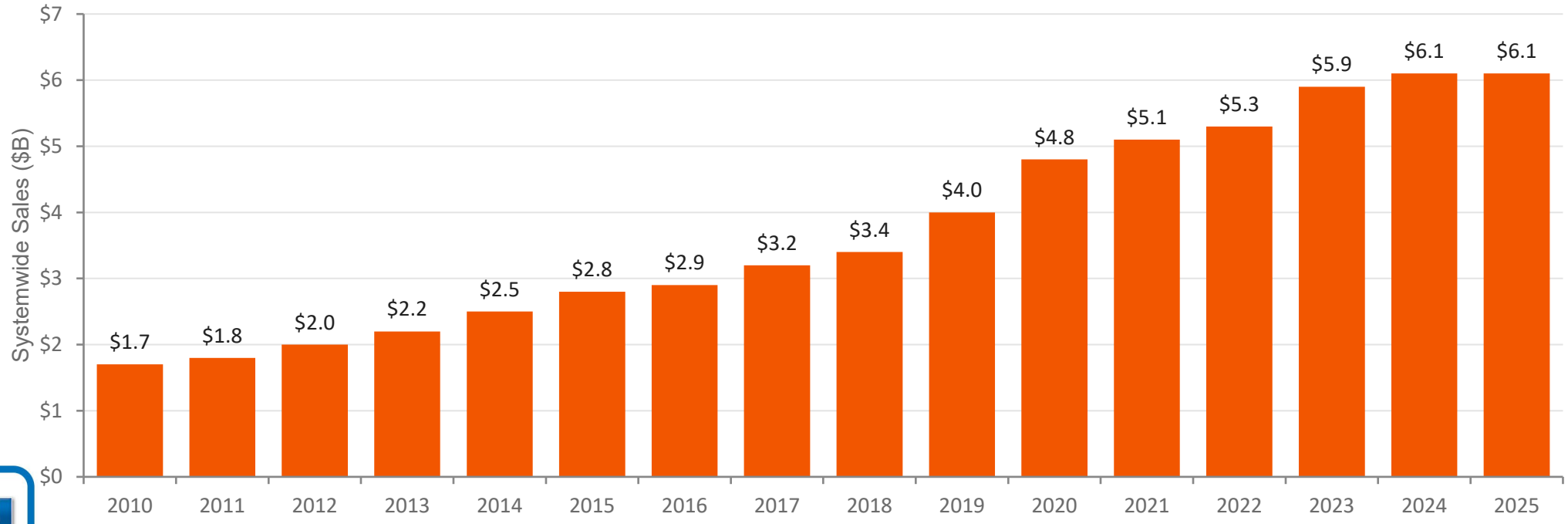
Founded in 1972 by Al Copeland in New Orleans, Louisiana

Systemwide Sales Have Nearly Quadrupled Since 2010

3.6x

Systemwide sales growth, 2010–2026

Sales growth accelerated sharply after the 2019 launch of Popeyes' chicken sandwich — growing from $1.7B to $6.2B over the decade.



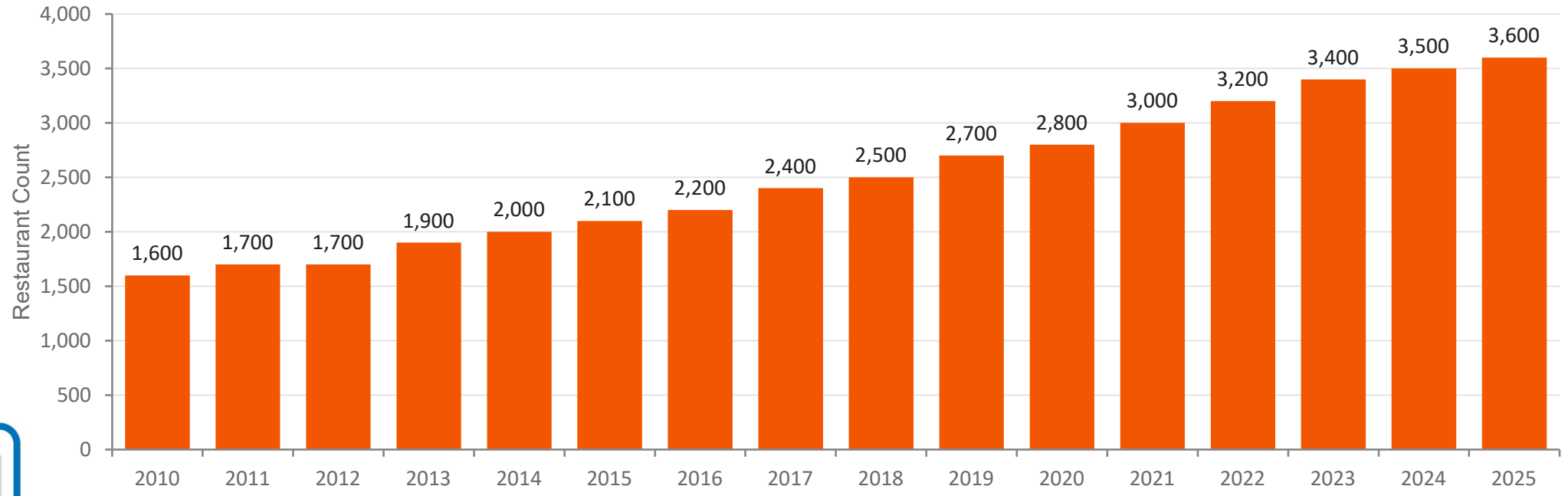
Source: Company reporting; figures rounded for presentation.

Restaurant Count Has More Than Doubled Since 2010

The restaurant base has grown from roughly 1,600 to 3,600 locations, adding capacity to meet accelerating demand.

2.3x

Restaurant count growth, 2010–2026



Source: Company reporting; figures rounded for presentation.

2019: When Demand Outpaced Supply

The chicken sandwich launch became a real-world stress test — demand outran supply within two weeks.

Aug 12, 2019

Chicken sandwich launches nationwide

Aug 27, 2019

Sells out nationwide — just 15 days later

Nov 3, 2019

Returns nationwide, 68 days off the menu

+19%

Systemwide sales growth, 2019

+13%

Same-store sales growth, 2019

A preview of the demand volatility reshaping chicken supply chains today.

Source: Company reporting; public reporting on the Aug. 2019 launch and Nov. 2019 nationwide relaunch.

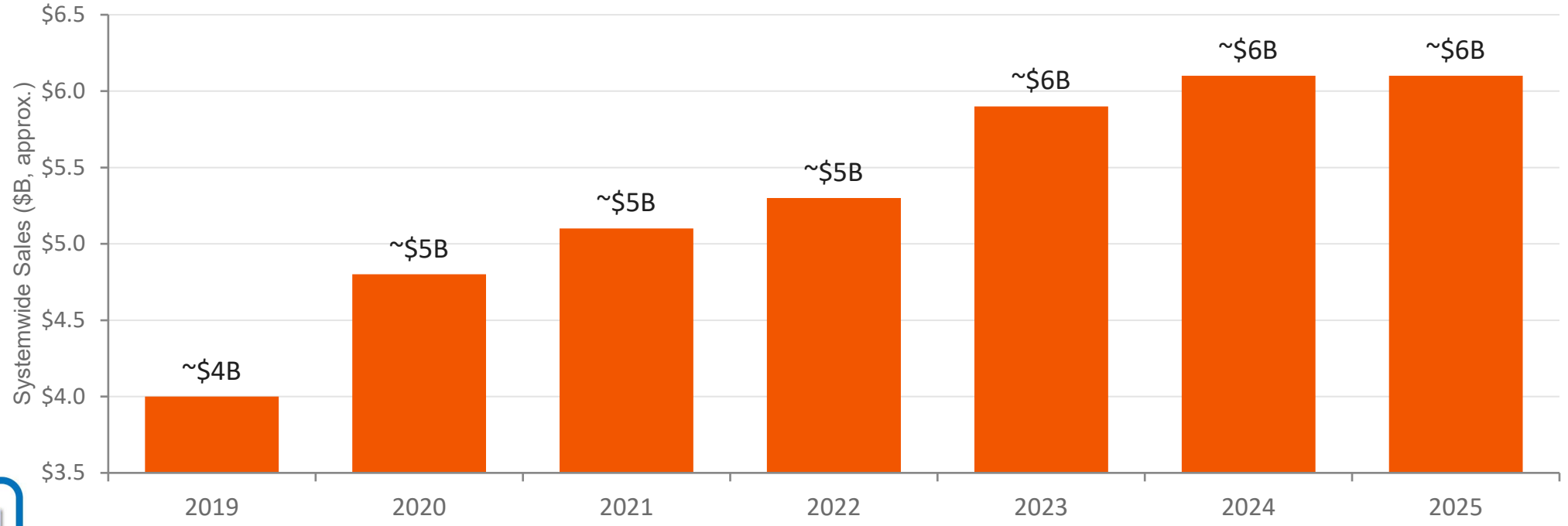
POPEYES U.S. & CANADA

Systemwide Sales Are Up 53% Since the Chicken Sandwich Launch

Sales have grown from ~$4B in 2019 to ~$6B in 2025, building on the chicken sandwich's initial surge.

+53%

Systemwide sales growth, 2019–2025



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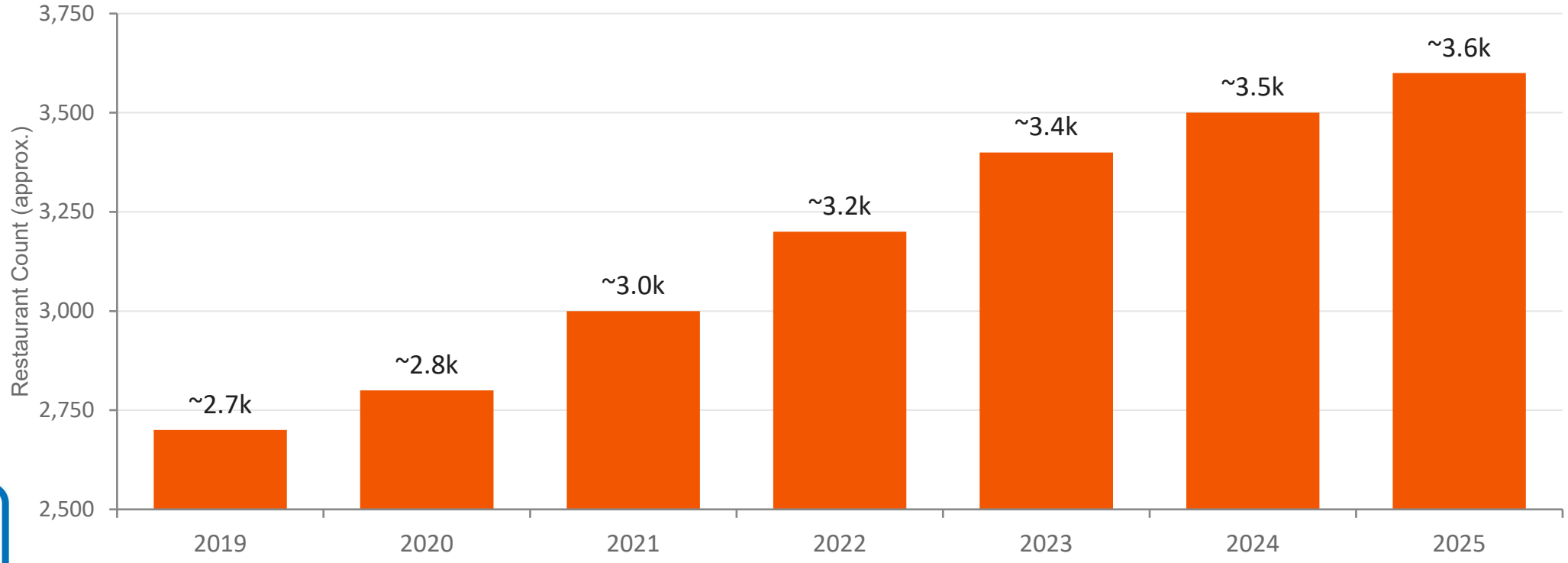
Source: Company reporting; figures are approximate and rounded for illustrative purposes. Vertical axis starts at $3.5B (not zero) to highlight the growth trend.

Restaurant Count Is Up 33% Since the Chicken Sandwich Launch

The restaurant base has grown from ~2.7k to ~3.6k stores as Popeyes has scaled to meet sustained demand.

+33%

Restaurant count growth, 2019–2025



Innovation at Popeyes















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