

OWN THE FILET MIGNON OF FRANCHISES



Huey Magoo's is a fast-casual concept founded in 2004 by Matt Armstrong and Thad Hudgens, two southern boys with a passion for quality chicken and a penchant for serving others. Now, former executives from one of the fastest-growing franchise chains, Wingstop, have partnered with the founders from Huey Magoo's. Both partners have taken their similar passion and bullseye focus for the perfect chicken tender by crafting it into everything that Huey Magoo's offers today.

SERVING REAL TENDERS, ALL THE TIME

Alongside the original two co-founders, the Huey Magoo's team is led by President and CEO Andy Howard, Chairman of the Board Wes Jablonski, COO Mike Sutter, VP of Operations Matt Poleos, and Board of Directors Member Bill Knight.

As the country's premier chicken tender concept, we're proud to only provide our guests with the best 3% of the chicken, which is the tenderloin and The Filet Mignon of Chicken®. We apply The Filet Mignon of Chicken® philosophy to everything that we do. Whether it's the ambiance, food quality, our high level of service, or even franchising, we are elevating the fast-casual experience for each and every guest that walks through our doors.

BEST TASTING TENDERS

STRONG GROWTH!

**huey
magoo's**
CHICKEN TENDERS

IS HUEY MAGOO'S RIGHT FOR ME?

BECOMING A FRANCHISEE

We only serve our guests the best 3% of the chicken, which is the tenderloin and The Filet Mignon of Chicken®. Through countless hours of hard work and a commitment to fresh, top-quality ingredients, we have developed the Huey Magoo's brand successfully throughout Alabama, Arizona, Florida, Georgia, Kentucky, Mississippi, Missouri, Nevada, North Carolina, Ohio, South Carolina, Tennessee, and West Virginia. Owning a Huey Magoo's franchise takes significant dedication, along with a belief in the basic adages of quality and customer service. Whether you're a multi-unit or an entry-level franchisee, Huey Magoo's is perfect for those who are looking to maximize their ROI. Having a focused menu and streamlined operations makes Huey Magoo's stand out when compared to other franchise options.

AVAILABLE TERRITORIES

Available territories for opening a new Huey Magoo's location are in the Southern, Western, and Midwestern areas in the U.S. Your territory will be protected, and no other Huey Magoo's will be permitted to open in your designated area. Huey Magoo's will provide assistance and final approval when looking for your actual real estate site. Express units are also available for locations such as malls, airports, food courts, stadiums, and any other sites less than 3,000 square feet in size. The express model may offer a more limited menu, construction, equipment package, and operations manual.

STARTUP COSTS

The Huey Magoo's franchise fee is \$35,000. Royalty fees are 5% with Marketing fees of 2%. When it comes to net worth, our requirements are a minimum of \$500,000 in liquid capital per store as part of our development agreement. For a minimum of a three-store commitment, you'll need liquid capital that is a part of your net worth of \$1.5 million. The range of what it costs to build a Huey Magoo's is from \$1 million to \$2.2 million (without land) depending on your build.

BUILD-OUT OPTIONS

- In-line (non drive-thru store)
- End cap of a strip center with a drive-thru
- Convert an existing free-standing drive-thru restaurant
- Finding raw land where you'll build our prototype free-standing drive-thru

TRAINING

Huey Magoo's franchising offers a unique training program. Training includes 17 days of on the job and classroom training. You will receive your training in a corporate training store as well as inside your franchised store.

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CHICKEN TENDERS



OUR PRODUCTS

Huey Magoo's serves a simple menu of grilled or hand-breaded chicken tender meals, wraps, sandwiches, salads, and specialty dipping sauces. Our menu items are made fresh and cooked to order, producing high-quality meals served with warm smiles.

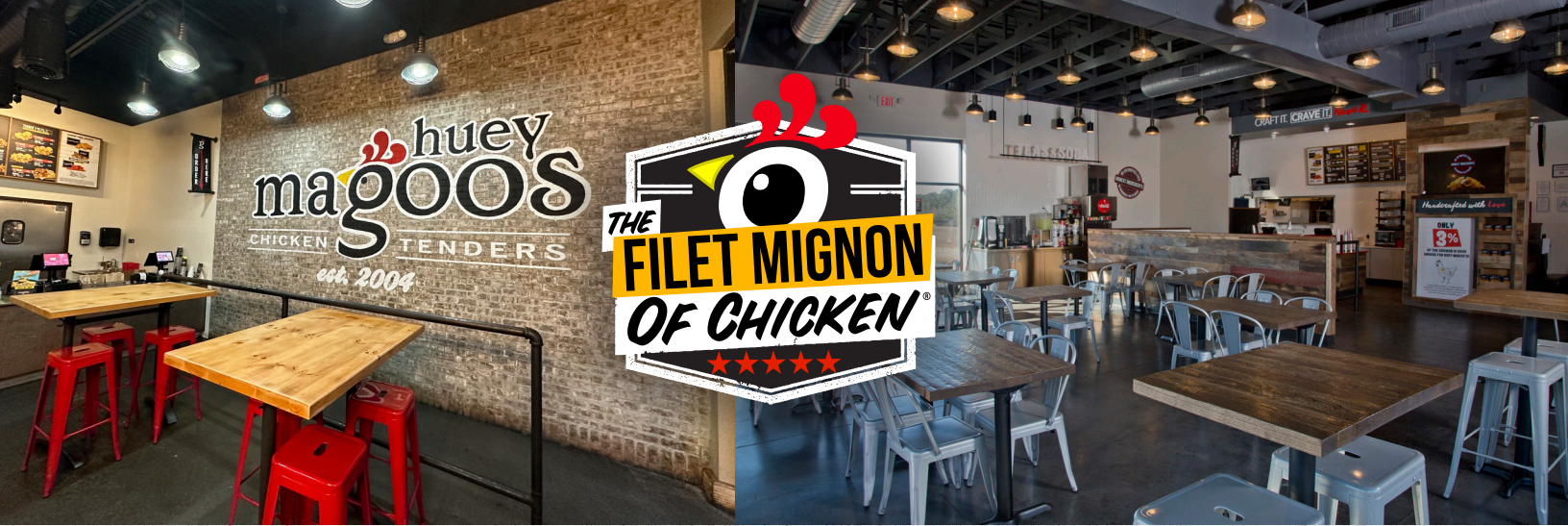


Quality is the most important ingredient. Huey Magoo's uses 100% fresh, premium chicken tenders. We hand bread each crispy chicken tender daily, and marinate the grilled chicken for 24 hours, adding just the right amount of spice.



All tender meals are prepared to order and delivered to you fresh. Plus, our famous Sweet Tea is freshly brewed, and our signature Magoo's Dip is truly one-of-a-kind.





UNIQUE DESIGN

With restyled decor and lighter, natural woods, Huey Magoo's is heading in a more contemporary direction with design. Sleek and industrial, Huey Magoo's now provides more of a farm-to-table feel, with a vibe that matches the food. Guest seating includes both booths and tables. The design not only conveys a memorable experience but also reinforces our commitment to investing in the community, our employees, and the guests we serve.

DEMOGRAPHIC CRITERIA (3 MILE)

- + Median Household Income: \$55,000+
- + Population: 75,000+
- + Daytime Employment: 30,000+
- + Traffic Counts: 35,000+ CPD

SITE CRITERIA

- + Square Footage: 2,400 - 3,000
- + Location: visible, high traffic areas with easy access, strong anchors, and national co-tenants
- + Market: strong retail trade zone with residential and daytime customers
- + Property Type: regional, neighborhood, and strip centers

CONSTRUCTION MINIMUMS

- + 400 amps (120/208 V)
- + HVAC: 1 ton per 125 SF
- + Grease Trap: per code
- + Water: per code, 1.5" service minimum
- + Gas: 2.5" gas line, minimum 2 million BTU

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EXECUTIVE BIOS

ANDY HOWARD, PRESIDENT & CEO

Andy brings over 30 years of experience in the restaurant industry, specializing in developing brands to expand nationally and internationally through franchising. As Executive Vice President of Wingstop (public company: WING) for over 10 years, Andy helped expand the brand from approximately 80 restaurants to over 600 when he left. Andy has held several senior executive positions with other regional and national brands throughout his career.

MIKE SUTTER, CHIEF OPERATING OFFICER

Mike is an accomplished restaurant operations and training expert with 30 years of experience managing and directing restaurant professionals. He started his training career with Champps Americana where he set up a detailed training curriculum for FOH positions and trained a staff of 125 employees. In 2002, Mike joined Wingstop as their Director of Training and was promoted to Senior Director of Training and then VP of Training where he wrote their first detailed Operations Manual, moved their training program from a two-week in-store class to a detailed four-week curriculum and certification program and was responsible for the training of Wingstop's first international groups in Mexico and Russia, the Philippines, Indonesia, and Singapore. In 2014, he moved Wingstop's training programs to digital format and an online platform which includes an interactive dashboard, training tracker, a detailed library of documents, and a searchable digital operations manual. Mike led the Senior Director of Training, New Store Opening Team, Restaurant Training Team, International Trainer, Digital Online Training Coordinator, and Field Alignment Managers in charge of quarterly QSCs (Quality, Service, and Cleanliness reviews) for all 800 Wingstop locations and was personally responsible for the Dallas-based Corporate Training stores.

JAMES "THAD" HUDGENS, CO-FOUNDER

Thad began his career in 2004 when he and Matt Armstrong co-founded Huey Magoo's Chicken Tenders near the University of Central Florida. From the ground up, Thad learned the duties of owning a restaurant as well as developing a multi-unit system for future growth. In 2009, after finding success and notoriety with Huey Magoo's, he and Matt opened their second location in the neighboring town of Winter Springs, Florida. In 2011, he co-founded Huey Magoo's franchising and sold their first franchise in 2012. Thad continued his goal of owning multi-unit locations with Huey Magoo's in October 2015, when along with Matt, they opened their third location in Altamonte Springs, Florida. In the spring of 2016, Thad and Matt relinquished majority interest in Huey Magoo's franchising to a group of seasoned restaurant executives. Thad sits on the board of the newly founded franchise company where he aids in the continued growth and development of the Huey Magoo's brand.

MATT ARMSTRONG, CO-FOUNDER

Matt along with Thad Hudgens founded Huey Magoo's in 2004. Armed with slightly more than a vision, the two former professional golfers began a pursuit of the world's best chicken tenders. Matt has brought a complement to Thad's leadership by providing expertise in the areas of finance, accounting, and human resources to help grow the brand into one that their guests continually rave about. Matt has committed his lifelong business career to ensuring the success of Huey Magoo's. His goal is to continue the pattern of strategic growth by expanding locations throughout Central Florida and becoming the brand's largest franchisee. As Co-founder, Matt holds a seat on Huey Magoo's Restaurants' Board of Directors. He also holds leadership positions with several Central Florida charities and ministries. Beyond his work at Huey Magoo's, Matt is a devout husband and father of two children, while keeping his faith as the centerpiece of their family.

WES JABLONSKI, CHAIRMAN OF THE BOARD

Wes brings over 35 years of experience in retail and the chain restaurant industry at nationally recognized brands such as Church's Fried Chicken, Chuck E. Cheese, Cracker Barrel Old Country Store, Sonic Drive-In, and most recently, Wingstop. Wes has held several leadership positions at these companies including Treasurer, Director of Franchising, Assistant to the Chairman and CEO, CFO, Vice President of Technology Services, and Chief Development Officer. From January 2003 to March 2013, Wes served in various leadership roles at Wingstop, including Chief Financial Officer and Chief Development Officer, where he helped grow a small, regional brand from 80 restaurants into a multi-national brand with over 800 restaurants open and another 700 in development in the United States, Mexico, Singapore, Indonesia, the Philippines, and Dubai.

BILL KNIGHT, BOARD MEMBER

Bill served as the Chief Operating Officer of Wingstop Restaurants Inc. from 2003 to 2014. He was COO and a director of Hartz Restaurants International Inc. from 2000 to 2008. He previously served as Vice President of Operations and Purchasing for Ranch *1 located in Manhattan, New York from 1997 to 1999. Prior to his tenure at Ranch *1, Bill served as Area Manager, District Manager, Zone Manager, and Regional Vice President of Church's Chicken, and Regional Vice President of Popeye's Chicken and Biscuits.

