

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. Today, we pride ourselves on that same passion for top quality tenders and service, and it shows in everything we do.

SERVING REAL TENDERS, ALL THE TIME.

As the country's premier chicken tender concept, we're proud to provide our guests with only 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 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 top quality ingredients, we have developed the Huey Magoo's brand successfully throughout 13 states and growing. 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 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 of the U.S. You will receive an exclusive development area in which to select the site for your Huey Magoo's restaurant. 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 between 850 and 1,250 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%. We require a commitment to develop at least three restaurants in new markets, and qualified prospects must have a minimum liquidity of \$500,000 per restaurant to be developed.

BUILD-OUT OPTIONS

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

TRAINING

Huey Magoo's franchising offers a comprehensive training program. Our initial training program includes 21 days of classroom and on-the-job training at our corporate training restaurant, with an additional week of high-volume training for drive-thru and pickup window restaurants. We also assist you with on-site opening training for your first two Huey Magoo's restaurants.

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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.

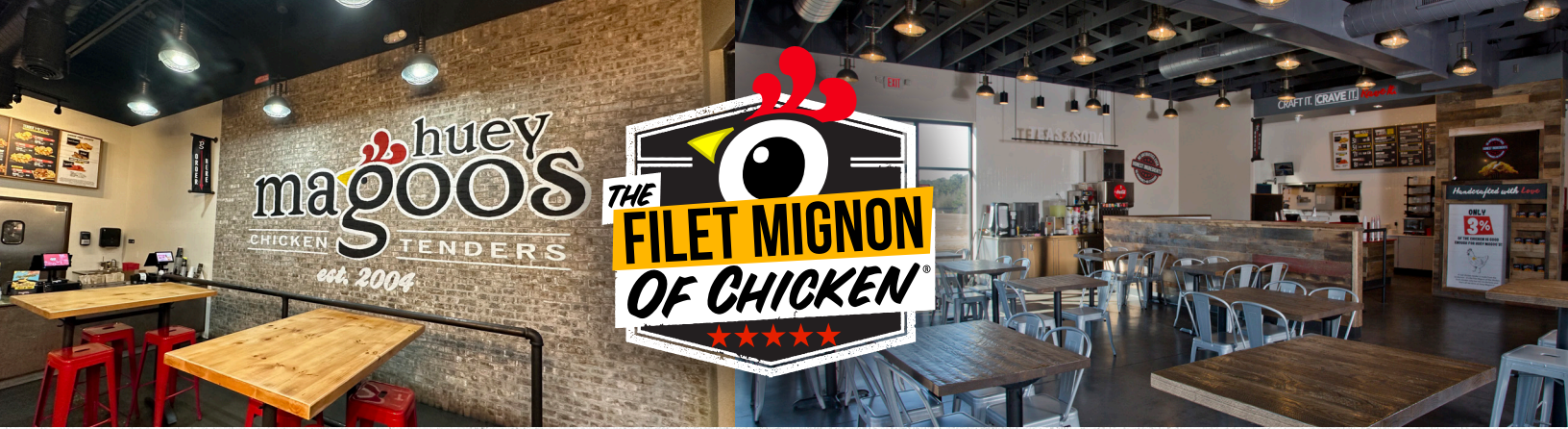


Quality is the most important ingredient. Huey Magoo's uses 100% premium chicken tenders. We hand bread each crispy chicken tender daily, and marinate the grilled chicken for 24 hours, adding just the right amount of spice.



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: \$60,000+
- + Population: 60,000+
- + Daytime Employment: 20,000+
- + Traffic Counts: 30,000+ CPD

SITE CRITERIA

- + Square Footage:
 - Express: 850-1,200
 - In-line: 1,800-3,000
 - Free-Standing Drive-Thru: 2,400-3,600
 - Lot Size: 0.75+ acre
- + 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 3-phase)
- + 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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