



THE ORIGINAL HOT CHICKEN™



The first cornflake-rolled
Nashville-Hot Chicken
franchise on the market



WE'RE KNOWN FOR OUR



PICKLE-BRINED, SOUTHERN-STYLE, CORNFLAKE-ROLLED, NASHVILLE-HOT,
DAMN GOOD CHICKEN



OGHotChicken.com



COMING IN HOT WITH BENEFITS

Premium Products

Simplified menu for easy training & execution

Rapid Return on Invested Capital

Open for less than \$250k if going into an existing restaurant space with hood, grease trap, and fryers

Flexible Footprints-

Inline, Drive-thru, Airport, Colleges, etc.

Low Franchise

Fee- Only \$25k

Best-in-Class Training & Support

Get trained in SIX days

Technology Driven

60% of sales are off-premise, PLUS our other brands can be offered virtually from the same kitchen

Brand

Royalties- 6%

Marketing

Fund- 2% (+1% for Local)

PROFIT FOCUSED FRANCHISING

EMAIL SUNNY@OGHOTCHICKEN.COM FOR FRANCHISING INFORMATION



THE ORIGINAL HOT CHICKEN IS PART OF EXPERIENTIAL BRANDS, A PORTFOLIO OF QUICK SERVICE AND FAST CASUAL RESTAURANT BRANDS DESIGNED TO DELIVER RAPID RETURNS ON INVESTED CAPITAL FOR FRANCHISEES.



Led by one of the industry's most prolific franchise leaders, Aziz Hashim, the company has developed scalable brands including The Original Hot Chicken, INKED Tacos, & Pinsa Roman Pizza with additional brands in the works. We strive to achieve compelling unit-level economics through our proprietary model based on **FIVE CORE PRINCIPLES:**

LOW COST TO OPEN

We focus on re-using existing restaurant spaces and co-locating multiple brands within the same facility – this combination yields a powerfully efficient initial investment model.

CRAVEABLE FOOD *at Affordable Prices*

We believe offering delicious food at great prices drives guest traffic and ultimately restaurant success.

SIMPLIFIED MENU & OPERATIONS

Our brands are designed to operate synergistically thereby lowering labor costs & improving the speed of service.

OFF-PREMISES FOCUSED

Our menu offerings optimize off-premises consumption through online ordering, third-party delivery, and catering platforms driving various revenue streams and incremental sales for our restaurants. Our brands can be offered virtually through The Original Hot Chicken locations.

TECHNOLOGY FORWARD

Our brands use technology in all facets of the business from marketing, operations, training and more to meet the demands of guests and simplify processes for our team members.



OUR VIRTUAL BRANDS



Mexican-inspired fast-casual concept, made original & authentic by a community of chefs who have poured their cultural experiences into every dish, sourcing the ingredients that have indelibly INKED their rich legacies into a diverse, culinary-forward menu.



INKEDTacos.com



OUR FAST-CASUAL PINSA PIZZA CONCEPT WILL BE LOVE AT FIRST BITE

Fall in love with our Roman-style pizza that's healthy, artisanal, and simply irresistible.

PINSAROMANPIZZA.COM



The information provided here is for informational purposes only and is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise; nor is it directed to the residents of any particular jurisdiction within the U.S. or elsewhere. The following states currently regulate the offer and sale of franchises: CA, HI, IL, IN, MD, MI, MN, NY, ND, RI, SD, VA, WA, and WI. If you are a resident of one of these states, or of a jurisdiction that has similar requirements, we will not offer you a franchise until we have completed the applicable registration or obtained the exemption from registration, and completed the applicable disclosure requirements. Regardless of what state you reside in, an offering can only be made by a Franchise Disclosure Document. TOHC Franchising LLC, 2859 Paces Ferry Road, Ste 412, Atlanta, GA 30339

TO LEARN MORE ABOUT EXPERIENTIAL BRANDS, VISIT OUR WEBSITE AT EXPERIENTIAL-BRANDS.COM

