

BIRD SHACK®

FRIED CHICKEN



CONVENIENTLY DELICIOUS!

PROGRAM BENEFITS

BirdShack is your one-stop shop for better fried chicken. With our highly competitive COGs, a limited number of required SKUs, and a **FREE** Branding Kit, your chicken sales will be soaring in no time!

- + Convert Your Existing Program Easily
- + Enjoy Lower COGs vs. the Competition
- + Carry a Limited Number of Required SKUs (less than 15)
- + Receive a **FREE** In-Store Branding Kit (for qualified operators)
- + Emerging Brand Growing in New Markets
- + Use Your Existing Equipment
- + 1-Year Letter of Understanding w/ No Franchise Fees
- + Library of Training Videos and Job Aids



BIRDShACK MENU

The BirdShack core menu features tenders, bone-in, biscuits, wedges, mac & cheese, and dipping sauces. Optional add-ons include fried chicken sandwiches, boneless wings, livers and gizzards, additional sides, and snacks.. All BirdShack locations are required to use approved BirdShack digital menu files.

COMBO MEALS & VALUE DEALS

- Encourage larger check averages.
- Drive volume and grow overall store sales.

JUMBO TENDERS



Serve the most delicious tenders and bone-in chicken with our specially marinated poultry.

BIRDShACK
FRIED CHICKEN

FRIED CHICKEN COMBOS

JUMBO TENDERS

CAJUN OR ORIGINAL

1 3 JUMBO TENDERS
 Combo | CAL 750-1290
 Tenders Only | CAL 570-580

2 2 JUMBO TENDERS
 Combo | CAL 560-1100
 Tenders Only | CAL 380-390

BONE-IN

CAJUN OR ORIGINAL

3 3 PIECE BONE-IN
 Combo | CAL 1390-2330
 Chicken Only | CAL 1210-1320

4 2 PIECE BONE-IN
 Combo | CAL 950-1540
 Chicken Only | CAL 770-830

CHICKEN COMBOS

CAJUN OR ORIGINAL

5 BONELESS WINGS
 Combo | CAL 600-1130
 Wings Only | CAL 420

6 FRIED CHICKEN SANDWICH
 Combo | CAL 000-0000
 Sandwich Only | CAL 000

CHOOSE FROM
SPICY CAJUN
 OR ORIGINAL

COMBOS INCLUDE
 SMALL SIDE & DRINK

ONE OF A KIND BREADING

Choose between 2 popular flavors or serve both!

BIRDShACK
FRIED CHICKEN

SNACKS, SIDES, & MEALS

SIDES

POTATO WEDGES CAL 310
 MAC & CHEESE CAL 180
 MASHED POTATOES CAL 80
 W/GRAVY
 BISCUIT CAL 240

FAMILY MEALS

8 PC MEAL
 4 BISCUITS, 12 WEDGES,
 LARGE MAC & CHEESE
 BONE-IN MEAL CAL 5620-5840
 BONE-IN ONLY CAL 2700-2920
 TENDERS MEAL CAL 4440
 TENDERS ONLY CAL 1520

12 PC MEAL
 6 BISCUITS, 12 WEDGES,
 LARGE MAC & CHEESE
 BONE-IN MEAL CAL 7450-7780
 BONE-IN ONLY CAL 4050-4380
 TENDERS MEAL CAL 5680
 TENDERS ONLY CAL 2280

SNACKS

TORNADOS CAL 260-290
CRISPITO CAL 270-530
BURRITO CAL 440
CORN DOG CAL 430

DIPPING SAUCES CAL 110-130



HOT. CRISPY. CHICKEN.

BIRDSHACK PRODUCTS

BREADING

Voodoo Crunch Breader

Net Weight: 25 lbs. (11.3 kg)
Part No. 73488

Cajun Breader

Net Weight: 25 lbs. (11.3 kg)
Part No. 73395



Original Breader

Net Weight: 25 lbs. (11.3 kg)
Part No. 73356

BRANDED PACKAGING



Wax Bag

Pack Size: 1,000
Dimensions: 4.5" x 3" x 10"
Part No. 73390

Snack Box

Pack Size: 500
Dimensions: 7" x 4.5" x 2.75"
Part No. 73300

Dinner Box

Pack Size: 400
Dimensions: 8.875" x 4.875" x 4.5"
Part No. 73301

SIDES



Frozen Potato Wedge

Net Weight: 30 lbs.
Pack Size: 6 / 5 lb. Bags
Part No. 30010

BirdShack Mac & Cheese

Net Weight: 24 lbs.
Pack Size: 6 / 4 lb. Bags
Part No. 73486

Biscuit

Net Weight: 35.1 lbs.
Pack Size: 2/6 Frozen Packs
Part No. 92201

SUPPLIES

Shortening

Net Weight: 35 lbs.
Part No. 75825

Deep Cleaning Fryer Powder

Pack Size: 18 ct. Packets
Part No. 71466

ClariFRY

Pack Size: Bulk 25 lbs.
Part No. 73275

Pack Size: 60 Count
Portion Pack
Part No. 73276

FRESH OR FROZEN POULTRY

Operators are required purchase at least one tender sku (fresh or frozen) and one bone-in sku (8PC or Extra Dark). Frozen Breast Chunks are optional for customers who wish to serve Boneless Wings.

Fresh Tenders

Net Weight: 40 lbs.
Pack Size: 8/5 lb. Bags
Part No. 29116-795

Individually Frozen Tenders

Net Weight: 20 lbs
Pack Size: 4/5 lb. Bags
Part No. 20012

Frozen Breast Chunks

Net Weight: 20 lbs
Pack Size: 4/5 lb. Bags
Part No. 03387

Fresh 8-Piece

Net Weight: 40-48 lbs.
6 Sealed Bags ~ 96 Pc
Part No. 10083-795

Fresh Extra Dark Drums & Thighs

Net Weight: 39-47 lbs.
6 Sealed Bags ~ 96 Pc
Part No. 13214-795

Bone-In Wings

Net Weight: 20 lbs
Pack Size: 4/5 lb. Bags
Part No. 3681

- **Product Headers in Orange** are required items for use of the BirdShack brand.
- **Product Headers in Green** are optional.

SNACKS



Crisпитos®

Chicken and Cheese Crisпитo®, 5.5 oz
Tyson: 36/case

Sausage, Egg & Cheese Crisпитo®, 2.75 oz
Tyson: 36/case

Pepper Jack Tornado®, 3 oz
Ruiz Foods: 24/case

Ranchero Beef Steak Tornado®, 3 oz
Ruiz Foods: 24/case

Southwest Style Chicken Tornado®, 3 oz
Ruiz Foods: 24/case

Sausage, Egg & Cheese Tornado®, 3 oz
Ruiz Foods: 24/case



Burritos

Red Chili Burrito, 4 oz
El Monterey: 64/case

Red Chili Burrito, 4 oz
Fernando's: 72/case



Corn Dog

Classic Corn Dog, 4 oz
Tyson: 48/case

Chicken Corn Dog, 4 oz
Foster Farms, 72/case



FRIED CHICKEN SANDWICH



Frozen Breast Fillet

Net Weight: 20 lbs.
Pack Size: 4/5 lb bags (80+ fillets)
Part No. 17498

Potato Roll

Net Weight: 6.4 lbs.
Pack Size: 4/12 count bags
Part No. 30018

1/8" Crinkle Cut Dill Pickle Chips

*Open stock item from your distributor

14" x 10.5" Foil Wrap

*Open stock item from your distributor

Original Fried Chicken Sandwich Labels

Part No. 73480

Cajun Fried Chicken Sandwich Labels

Part No. 73481

OPTIONAL SIDES



Livers & Gizzards

Net Weight: 20 lbs.
Pack Size: 4/5 lb. bags
Livers Part No. 86011
Gizzards Part No. 86022



Mashed Potatoes

Net Weight: 24 lbs.
Pack Size: 6/4 lb. bags
Part No. 30011

Roasted Chicken Gravy

Net Weight: 24 lbs.
Pack Size: 12/2 lb. bags
Part No. 30012

- Product Headers in Orange are required items for use of the BirdShack brand.
- Product Headers in Green are optional.

EQUIPMENT & SMALLWARES



BirdShack offers a full lineup of equipment to support the BirdShack menu. Operators must have the following: fryer, bread & batter system, heated merchandiser (4' min), oil caddy, oven, rethermalizer, and smallwares kit. For operators already successfully frying chicken, BirdShack may authorize continued use of existing equipment.

1 FRYER

The fryer cooks fried chicken quickly and easily, delivering maximum profits with minimum effort and expense.

2 BREAD AND BATTER TABLE

The BBT is used to double hand-bread the chicken before frying.

3 MERCHANDISER

The merchandiser displays a maximum number of menu selections while keeping them fresh and at the proper serving temperature.

4 LANDING TABLE

Roll the landing table right up to the fryer, unload cooked product directly into the pan, and immediately transport the hot food to the serving line or warmer.

5 OIL CADDY

The oil caddy is a durable container for safely handling waste shortening.

6 CADCO OVEN

The Cadco oven is used for preparing biscuits and other miscellaneous items.

7 SMALLWARES KIT

This kit contains smallwares necessary for preparing and serving Chester's chicken, as well as important tools for fryer maintenance.

8 RETHERMALIZER

The rethermalizer is used to heat and prepare mac & cheese and other bagged side items.



TRAINING SUPPORT

IN-STORE TRAINING

- 2 Day Training Included
- 3 or 4 Day Training Available for Additional Support
- 1 Day Training if Converting From Another Fried Chicken Program
- Quarterly Store Visits by BirdShack Territory Performance Managers.

VIDEOS & JOB AIDS

- We offer online training videos and easy-to-understand job aids that outline step by step cooking instructions.

MARKETING

Encourage customers to purchase fresh fried chicken by branding your store. BirdShack marketing elements are available to locations serving all required program products.

FREE IN-STORE BRANDING KITS*

1 CONVERSION KIT (Counter Graphics and Warmer Signage)

COUNTER GRAPHICS INCLUDES:

- 2 Pieces of 48"x36" Wood-Look Panel
- 1 Piece of 24"x36" Wood-Look Panel
- 1 Piece of 45"x17" Logo Sign
- 1 How To Sheet for Easy Installation

WARMER SIGN INSERT INCLUDES:

- 1 Piece of 38.5"x6.75"
- 1 Piece of 52.5"x6.75"
- 1 Piece of 70"x6.75"

4



2 IN-STORE BRANDING KIT (Window Clings, Door Cling, Warmer Cling, Counter Card)

*For Qualified Operators

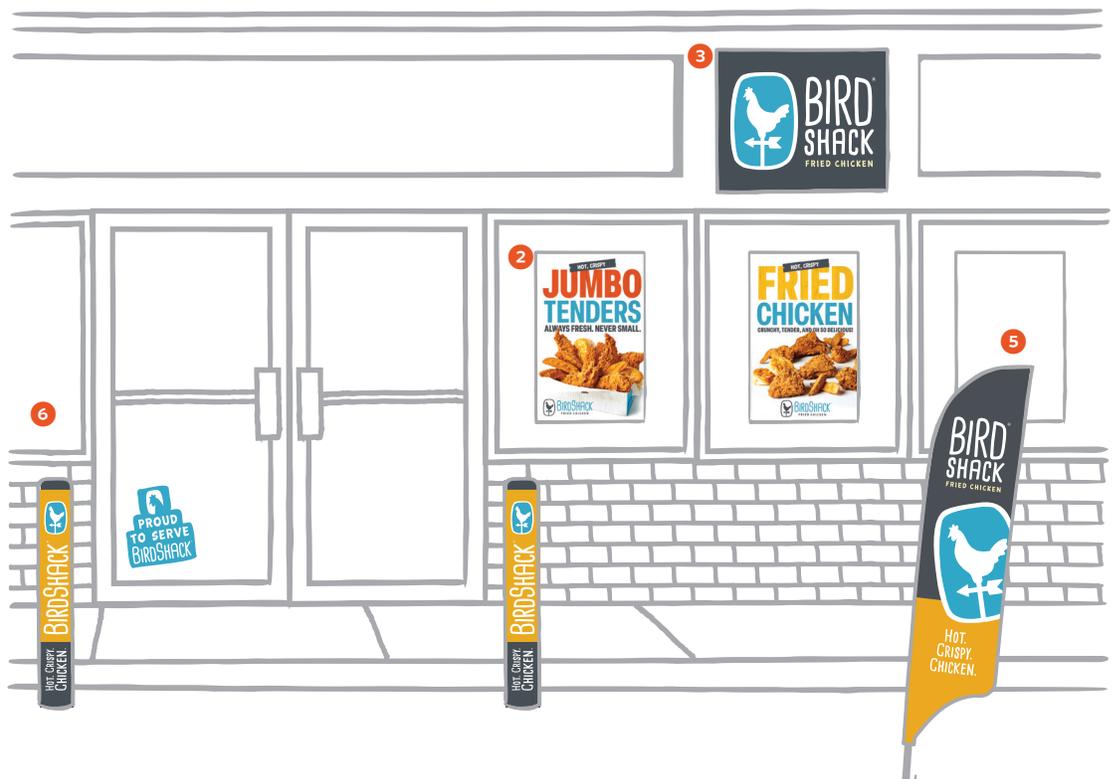


REQUIRED BRANDING FOR PURCHASE

- 3 5'x4' Exterior Sign
- 4 2-Panel Digital Menu Board

OPTIONAL BRANDING FOR PURCHASE

- 5 Bowhead Banners
- 6 Bollard Covers



GET STARTED TODAY!

CONTACT US TO LEARN MORE ABOUT
OUR DELICIOUS FRIED CHICKEN PROGRAM.



205.949.4690

birdshackchicken.com



BIRD SHACK[®]
FRIED CHICKEN