KRISPY KRUNCHY CHICKEN®

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THRILLIST

FOOD & DRINK

YOU PROBABLY HAVEN'T HEARD OF AMERICA'S BEST FRIED CHICKEN CHAIN

By RYAN JOSEPH
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COLE SALADINO/THRILLIST

Chances are you won't find America's best-kept fast-food secret at your local strip mall. You also won't see it clustered among the gaggle of Chick-fil-As, KFCs, and Popeyes that dot the country's suburban throughways and highway exits.

No, you'll find this fried chicken franchise in more unexpected places like the Rapid Stop gas station at E. 55th and Payne Avenue in Cleveland, Ohio, or at random rest-stop convenience stores across the South and Midwest. You might even encounter the crispy poultry and fluffy biscuits at a bodega in Brooklyn, spitting distance from a bustling subway stop. Perhaps you've seen its name – Krispy Krunchy Chicken – adorning some Quik-E-Mart's signage.

The 28-year-old company might not be as recognizable as Popeyes, but make no mistake: Its poultry can hold its own against the industry standard-bearer. Both chains specialize in Cajun-style chicken (which is heavily spiced, breaded, and flavorful) from Louisiana; but Krispy Krunchy Chicken's perfectly seasoned and juicy pieces might be the most underrated item in fast food today.

While that declaration might sound sacrilegious, KKC's chicken is expertly balanced with the right amount of garlic, paprika, and black pepper. The golden exoskeleton on KKC's pieces has an airy flakiness and a sturdy architecture that never crumbles, all thanks to the aforementioned spice blend.

"KRISPY KRUNCHY CHICKEN'S PERFECTLY SEASONED AND JUICY PIECES MIGHT BE THE MOST UNDERRATED ITEM IN FAST FOOD TODAY."

KKC also offers a unique set of sides – another aspect that sets the chain apart (though not every side is available at every location). Like Popeyes and KFC, the chain offers mac & cheese and biscuits, though the latter comes coated in a cocoon of honey. But the menu also includes surprising items like rice-and-pork stuffed boudin bites, jambalaya, peach cobbler, sweet potato pie, and even breakfast empanadas filled with egg and chorizo.

Those in the know are obsessed. "Their fried chicken is ill," exclaims former Top Chef contestant, New York-based restaurateur, and unabashed KKC fan Dale Talde. "The first time I had it was in Brooklyn," he explains, but he prefers a Miami location that stocks "mounds" of the fried chicken. "I go there every time that I'm in Miami, and I'm in Miami once per month," he adds. "It's bomb-as-f***."

COLE SALADINO/THRILLIST

Considering that KKC has a jaw-dropping 2,200 locations in 41 states and one US overseas territory, it's surprising that the destination-worthy chicken still hasn't become a household name. The chain is slightly smaller than Popeyes, which by comparison has 2,700 locations worldwide — only 500 more than KKC — but commands a larger name. (KKC is also larger than Chick-fil-A, which has just over 2,100 locations.)

Talde and Cleveland-based chef Jeremy Umansky, a fellow KKC superfan, were both shocked at discovering that their local KKCs weren't just local mom-and-pop operations. "Until we started talking about it, I didn't know they were a chain," Umansky tells Thrillist over the phone. "I thought it was a one-off. I've never seen a commercial or heard a radio ad or anything." Ditto for Talde.

Louisiana Life

louisianians OF THE YEAR

By Fritz Esker
Portrait by Romero & Romero
January-February 2018

Twenty eight years after Neal Onebane(R) founded Krispy Krunchy Chicken, he and executive Vice President Dan Shapiro are taking their delicious fried chicken around the globe.

DAN SHAPIRO AND NEAL ONEBANE
Restaurateurs / lafayette

Southerners take fried chicken seriously. Anyone entering the competitive fried chicken market in Louisiana has to have a strong combination of confidence and know-how. But 28 years after Neal Onebane founded Krispy Krunchy Chicken in Lafayette, his company has blossomed into a worldwide presence.

In 1989, Onebane had already been in the convenience store business for 18 years. He recognized that most stores didn't have food options that were appealing to customers. So he began frying chicken in one of his stores and created the Krispy Krunchy in-house brand.

This way, when customers went to a store and saw the Krispy Krunchy logo, they knew they'd get a good product instead of a greasy, day-old sandwich.

Since Krispy Krunchy is already in existing stores, it reduces the overhead that many restaurants spend on securing a location; because of this, Krispy Krunchy can offer a fresh (Onebane emphasized the chicken is never frozen) product at lower prices. Combined with the team's extensive knowledge of how convenience stores operate, this method has helped the company prosper.

"We know convenience stores," said Dan Shapiro, executive vice president for Krispy Krunchy Chicken. Shapiro started his working career as a third-shift convenience store cashier and has remained in the business ever since. "We know what works and what doesn't work."

When asked what the secret to creating tasty chicken is, Shapiro said it is injecting their marinade into the chicken itself, so the flavor is in both the chicken and the breading, as opposed to just the breading.

The formula is clearly working as Krispy Krunchy Chicken has expanded from its humble beginnings to over 2,200 locations worldwide, including chains in Malaysia and Mexico. Onebane expects Krispy Krunchy locations will soon be open in Egypt and India as well.

Krispy Krunchy is attracting media attention, too. A 2017 Thrillist article titled "You Probably Haven't Heard of America's Best Fried Chicken Chain" heaped praise upon the chicken and included a rave from New York restaurateur Dale Talde.

It has all been a dream come true for Onebane, who in the early days of Krispy Krunchy traveled around 80,000 miles a year to start new chains and spread the word about his chicken.

"It was 100 percent born in my mind and we've managed to execute it," Onebane said. "I've never had to work a day in my life…I love what I do."

Awards & Press

Krispy Krunchy® continues to receive recognition for our fried chicken concept. Most recently, owners Neal Onebane and Dan Shapiro were showcased in Louisiana Life as Louisianians of the Year. Krispy Krunchy® was also highlighted in a Thrillist article that went viral with over 87 million audience views and 195 publication pickups.

Our company is also featured in other national media publications. Krispy Krunchy Chicken® was reviewed in EATER food news and discussed in dining guides across the country. We appeared in well-known publications like the New York Times, Chicago Times, Wallstreet Journal, and Biz New Orleans, among many others. We believe that our national recognition speaks to our conviction that Krispy Krunchy® is one of the best chicken brands on the market today!

KRISPY KRUNCHY CHICKEN®

Founded in Lafayette, Louisiana in 1989 by seasoned convenience store owner, Neal Onebane, Krispy Krunchy Chicken® is a quick-service restaurant concept located in more than 2,400 retail locations in 46 states. We continue to expand internationally with locations in Mexico and American Samoa. Krispy Krunchy® offers a customized program with no franchise or royalty fees. It is designed to give Operators a professional and branded image along with the ability to deliver quality food to customers at a competitive price.

Our mission is to create a new profit center for convenience stores and other retail channels with a professional food service concept that enhances overall store profitability and image.

PROGRAMS

When partnering with Krispy Krunchy®, Operators become part of our nationwide resource team that includes exclusive food distributors, marketing partners, trainers, brand managers, and a marketing and design team. Our priority is to help increase overall retail sales one location at a time.

- **No franchise or royalty fees**
- **Tailored graphics & professional design**
- **Customized on-site & digital training**
- **Inventory & Gross Profit Management System**
- **EBT/SNAP programs***

*Ask a Krispy Krunchy® salesperson for more details

Chicken.
Seafood.
Sides.
Family Meals.
Snacks.
Breakfast.

Chicken. Seafood. Sides.

Krispy Krunchy® is a custom made program that provides Operators with a complete menu of proprietary products at competitive pricing. We pride ourselves in delivering a delicious, high-quality and consistent product. We feature chicken that is marinaded and delivered fresh. Our program also offers seafood, sides and dipping sauces to complete any meal! Whether customers are looking for a quick lunch during their workday, or a warm meal to bring home to their family for dinner, Krispy Krunchy's® menu has it all!

Sunrise Breakfast

We're not just chicken! Along with our delicious proprietary Krispy Krunchy Chicken® program, Operators can also opt into the Sunrise Breakfast program and reach another very important day-part. Kellogg Co.'s ReThink Breakfast II[1] study found that 33% of consumers eat breakfast away from home frequently with 47% of those seeking hot breakfast items to accompany their coffee.[1] Reaching this portion of the day-part can drastically increase food service business and overall sales. A Krispy Krunchy® salesperson can provide details on how to supplement our chicken program with the Sunrise Breakfast program.

1. Kellogg Co.'s ReThink Breakfast II (2016)

STORE ENVIRONMENT

Krispy Krunchy Chicken's® team introduces each location to a cohesive food concept with interior and exterior graphic designs. Customized store signage and services are available to make your store shine.

- **Interior & Exterior Store Signage**
- **Digital Menuboard Designs**
- **Ready-Made Graphic Kits**
- **Uniforms**
- **Trifold Menus**
- **Branded Packaging**
- **Promotional Mailers**
- **Selling Tools**

Indoor Store Signage

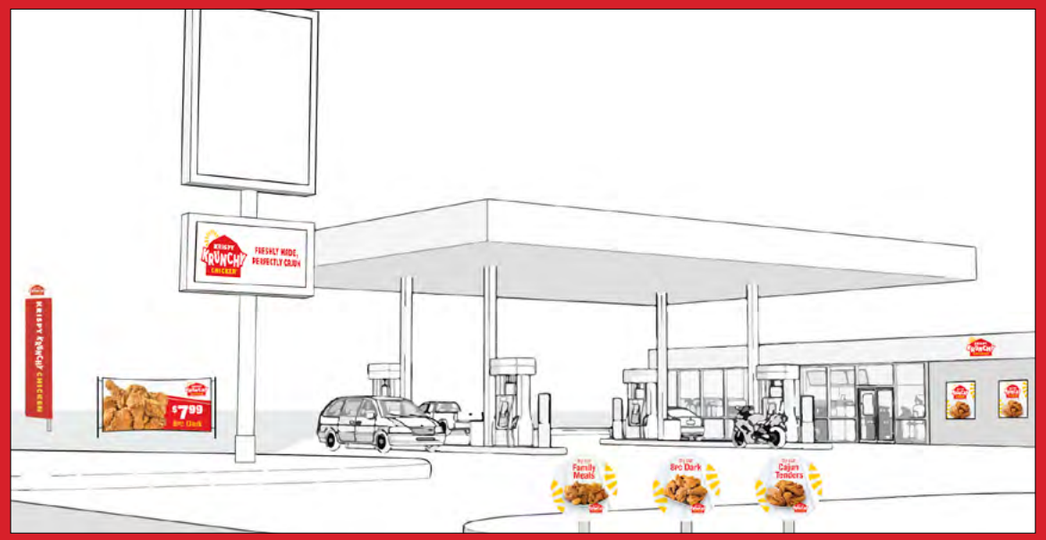
Graphics to make your store stand out from the rest

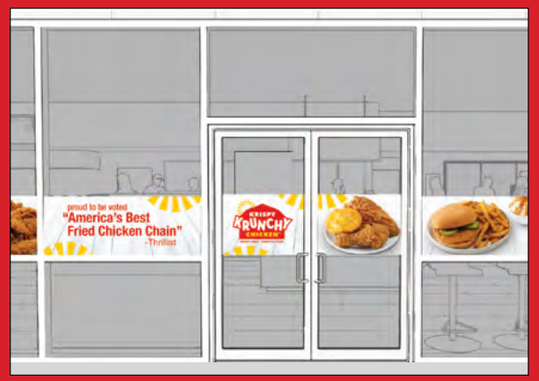
Including, but not limited to: Digital Menuboards, Hot Food Case Graphics, Counter Graphics, Wall/Window Graphics, Napkin Dispenser Decals and Table Toppers

Outdoor Store Signage

Strategically positioned to bring customers inside

Including, but not limited to: Illuminated Signage, Feather Flags, Window Graphics, Outdoor Banners, Custom Signs, Pump Toppers, and Snap-Lock Graphics



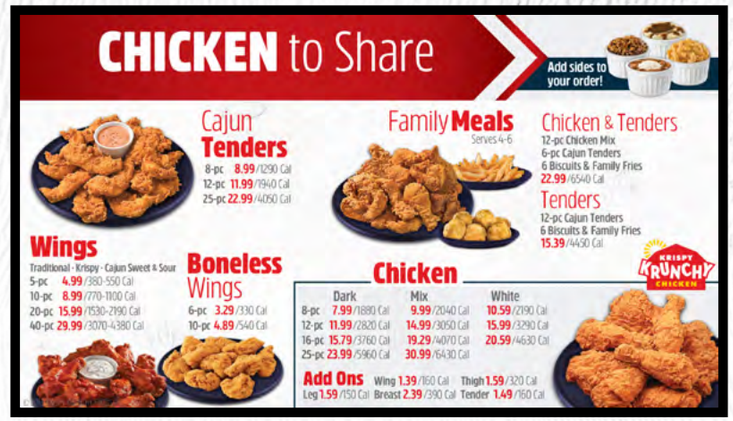


Menuboards

Showcase the Krispy Krunchy® program with 3 digital menuboards

Left Screen
Split screen that features our side items on the right and a mouth-watering video of our menu items on the left. The video can include limited time offers, promotions, or new products

Middle Screen
Displays menu items that have larger quantities for sharing



Right Screen
Displays individual meal items

MEDIA & TECHNOLOGY

A significant key to the success of our food service program is Krispy Krunchy's® continuous development of tools to help businesses succeed. We are committed to both on-site and online training that includes access to training videos, new product information, and more.

- **Store Locator & Landing Page**
- **Interactive Training**
- **Delivery App Partnerships**
- **eCommerce Access**
- **Inventory Control System**
- **Social Media Posts**
- **Nationwide Promotions**

> "Hands down Krispy Krunchy has the best chicken, I drive about an hour to get my chicken! - *Paul R*"

> "This place has the best chicken tenders I have EVER had! - *Shea J.*"

> "Every meal needs good sides to be complete and @krispykruchy has the best!! - *Alex D*"

follow us on social media!

Our national social media accounts promote current in-store specials to reach the modern-day digital consumers. Social media users even do the marketing for us!

Inventory Control

Krispy Krunchy® offers a system that presents a simple, elegant solution for virtually every Operator, regardless of POS or back of house system used. This technology helps to keep highly perishable inventory in stock and track the use of ingredients. It also provides an analysis of sales, inventory, margin, and profitability. The ability to track sales, weekly, monthly, and yearly provide effective shrink analysis. All of these features play a crucial part in the success of each store.

Partner Portal

Each store owner will have access to a personalized portal that displays it's current store profile information along with access to the e-commerce site, training videos, marketing materials, and more.

Interactive Training

Training videos are available on-demand in multiple languages. The videos are interactive and teach standard operating procedures that help create a consistent product. Our online training tool also tests knowledge and retention, allowing the Operator to track learning, train staff, and ensure compliance.

Return On Investment

Below are two example scenarios provided to give you a sample of Krispy Krunchy's® ROI percentage opportunities.*

Scenario One

You Have...	Estimated Cost
Kitchen & Need Hot Food Case & Graphics	$12,000

Scenario Two

You Don't Have...	Estimated Cost
Kitchen & Need Hood, Fryer, Oven Graphics, etc.	$35,000

Assuming this sample Krispy Krunchy® ROI Statement

Assuming this sample Krispy Krunchy® ROI Statement

	Monthly	Annually
Revenue		
Total Sales- $750 Per Day	$20,000	$240,000
Cost of Sales		
Cost of Sales- 51% Margins	$9,800	$117,600
Waste & Shrink- 7% Food Sales	$1,400	$16,800
Total Cost of Sales After Waste & Shrink	$11,200	$134,400
Gross Profit		
Gross Profit $	$8,800	$105,600
Gross Profit %	44%	44%
Expenses		
Payroll- Assume 20% Food Sales	$4,000	$48,000
Payroll Tax- 12% of Payroll	$480	$5,760
Utilities- $120 Increase per Month	$120	$1,440
Total Expenses	$4,600	$55,200
Net Income		
Before Taxes	$4,200	$50,400

Scenario One Outcome

	Estimated Cost
Kitchen & Need Hot Food Case & Graphics	$12,000
Annual Profit (Above Assumption)	$50,400
Return or Investment (3 Month Payback)	420%

Scenario Two Outcome

	Estimated Cost
Kitchen & Need Hood, Fryer, Oven Graphics, etc.	$35,000
Annual Profit (Above Assumption)	$50,400
Return or Investment (7 Month Payback)	144%

*This is an example of a Return on Investment scenario using Krispy Krunchy's® proposed program with sample numbers only. Results may vary.