

# DIG INTO A BOJANGLES®

*Franchise*  
2024 Development Opportunities





# A REAL DEAL SOUTHERN FRANCHISE

With more than 45 years of Southern know-how, Bojangles® is a best-in-class breakfast and chicken franchise offering experienced entrepreneurs the opportunity to own a growing chicken restaurant franchise.



## GROW WITH Bo<sup>★</sup>

**\$1.7B**

SYSTEM-WIDE  
SALES\*

**\$3.23M**

AVERAGE GROSS SALES\*\*

**813+**

LOCATIONS &  
GROWING



### UNIQUE OFFERINGS

Our famous biscuits are made from scratch throughout the day and paired with delicious flavors like golden-fried chicken and homestyle sides.



### DRIVE-THRU SALES

83% of orders are drive-thru, meaning you'll be able to serve more guests to maximize sales.



### LOYAL FANBASE

We have broad customer appeal across all demographics and income levels in regions everywhere. After all, who could resist biscuits this good?

\*1. The systemwide Gross Sales of all franchised and company-operated Restaurants for Fiscal Year 2023

\*\*2. The average gross sales of three company-operated full-size restaurants with the boneless chicken only menu for fiscal year 2023



# OUR PLACE IN THE CHICKEN INDUSTRY

Bojangles® is an authentic Southern powerhouse that competes in all three primary dayparts. We outshine our competitors on quality, value and convenience served with real Southern flavors and hospitality wherever we go.



## TAKE ADVANTAGE OF MULTIPLE DAYPARTS

It's **Bo\*Time**® any time with breakfast, lunch and dinner for the whole family with sandwiches, individual meals and family packs.

**34%**

OF SALES OCCURRING BEFORE 11AM <sup>1</sup>

**25%**

OF SALES OCCURRING DURING LUNCH <sup>1</sup>

### SOMETHING TO CLUCK ABOUT

- ★ QSR chicken is a \$40.6 billion market in the U.S. <sup>2</sup>
- ★ Chicken segment has grown 4.8% on average between 2017 – 2022<sup>2</sup>
- ★ The QSR chicken market is expected to increase by \$1.9 billion from 2021 to 2026. <sup>2</sup>

### THE EARLY BIRD GETS THE SALES

- ★ Breakfast daypart accounts for \$75 billion in sales <sup>3</sup>
- ★ Breakfast and morning snack segment has grown 5% on average for the past 5 years <sup>3</sup>
- ★ Breakfast is one of the fastest growing segments in the QSR industry.

1. Percentages based on company-operated full-size restaurants with the boneless chicken only menu for fiscal year 2023.  
2. IBISWorld 2022 3. NDP Group data

# Bojangles®

GOT A NEW LOOK

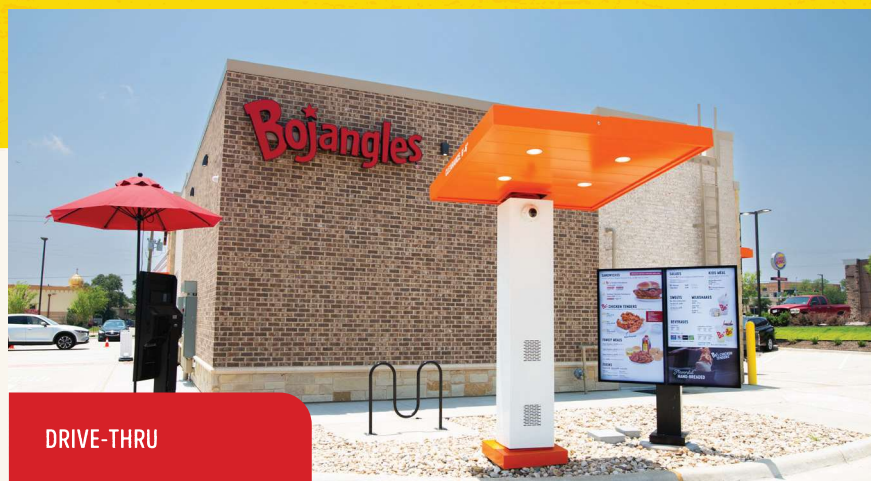
Our modernized site designs help optimize labor and maximize efficiency. Choose between multiple building plan sizes to meet your market's specific needs.

## SITE CRITERIA

- ★ 2,200 – 3,100 sq.ft. Freestanding Restaurants
- ★ 900 – 1,200 sq.ft. Express Restaurants
- ★ 0.7 – 1.2 acres land
- ★ 20,000+ AADT traffic count
- ★ 20,000+ residential population
- ★ Breakfast side of the road preferred
- ★ Drive-thru required, double preferred



FREE STANDING



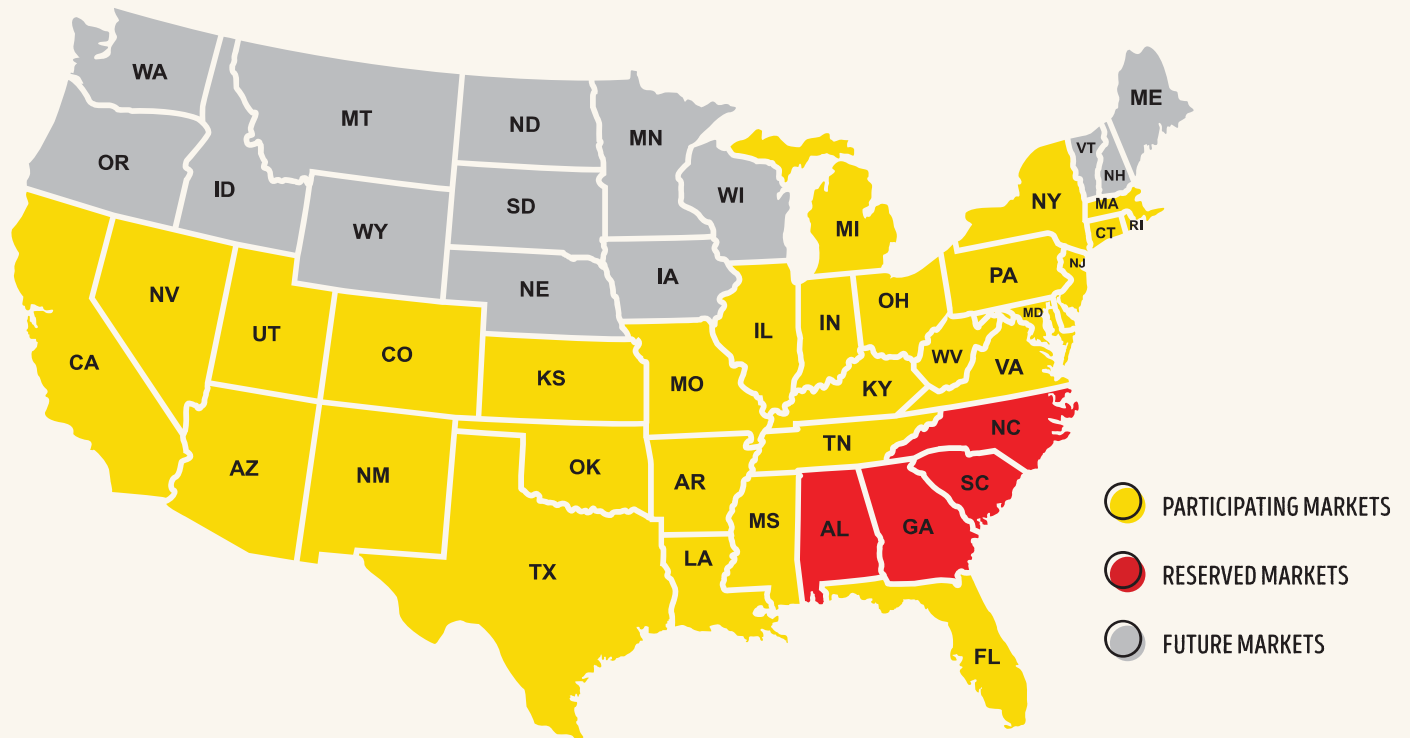
DRIVE-THRU



DOUBLE DRIVE-THRU

# BRING BOJANGLES.<sup>®</sup>

TO YOUR MARKET



# MINORITY, WOMEN & VETERAN ★ INCENTIVE PROGRAM

Bojangles® values diversity and equality in our system. We offer incentives to help address the historic underrepresentation of minorities, women and veterans in franchise ownership.

## 50%

INITIAL FRANCHISE FEE SAVINGS ON  
THE FIRST TWO RESTAURANTS

- Reduced royalty fee for three years
- Must commit to opening three or more restaurants, each with at least 51% ownership interest held by minorities, women or veterans

## A HUGE HELPING OF SUPPORT

### REAL ESTATE

- ★ Site selection support
- ★ Demographic/analytics mapping data

### MARKETING

- ★ Dedicated regional marketing manager
- ★ Local store marketing & community involvement

### TRAINING

- ★ Opening & ongoing support
- ★ Bojangles University hands-on training

### OPERATIONS

- ★ Restaurant visits & annual business review
- ★ Food safety & customer satisfaction

The development agreement must be signed by December 31, 2024, together with an addendum for the incentive program confirming all the specifics of the program. Franchisees must remain in good standing under the development agreement and under all other agreements with the franchisor to remain eligible for the incentive programs. Not applicable with other incentive programs. This is not an offer to sell a franchise. Offers are made by Franchise Disclosure Document (FDD) only.

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# \$300K EQUIPMENT REIMBURSEMENT PROGRAM



Sign a development agreement for (3) units, receive \$300K rebate upon opening of units #1 and #2 = \$600K total!



Sign a development agreement for (5) or more units, receive \$300K rebate upon opening of units #1, #2 and #5 = \$900K total!



# WHAT YOU'LL NEED TO GET STARTED



Before you can get your Bojangles<sup>®</sup> restaurant up and cookin', we'll get to know each other better. Here are some qualities and qualifications we look for in a franchisee.



## FRANCHISE QUALIFICATIONS



Experience in restaurant and/or franchise operation

**\$500,000**

MINIMUM LIQUID CAPITAL  
per restaurant to be developed



Strong entrepreneurial drive to develop & own Bojangles restaurants

ESTIMATED TOTAL FOR EXPRESS LOCATIONS:

**\$720,220 - \$1,817,200**

ESTIMATED TOTAL TRADITIONAL LOCATIONS:

**\$2,600,320 - \$3,779,700**



Desire to work hands-on in your business

**\$1,000,000**

MINIMUM NET WORTH  
per restaurant to be developed

## WHAT'S NEXT IN THE PROCESS

1.

Interview with Bojangles representative.  
Complete application and review our FDD and other necessary documents.

2.

Submit financial qualification package.  
Attend Discovery Day.

3.

Franchisee validation and business plan.  
Execute Development Agreement.

**RISE UP**

# WITH A THRIVING CHICKEN & BISCUIT *Franchise*



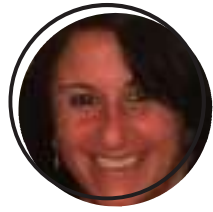
## CONNECT WITH US



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