



sneakybird

never ever fried[®]

franchise information summary





WELCOME

Thank you for your interest in sneakybird®



No, “sneakybird” is not a typo. We spell it using lowercase for a reason. sneakybird® is a bold and unique made-to-order, oven-grilled chicken concept, which breaks the traditional QSR norms.

Please take some time to read about the details of our chicken-specialty QSR. We look to accomplish the following objectives with this detailed franchise information ebook:

1. To provide you with enough high-level detail to fully understand what makes this business unique, profitable, valuable to the customer, defensible in the marketplace, scalable, and a wise place for the right person to put time, money, and effort.
2. To help you determine if the business is in alignment with your goals and objectives.
3. To help ensure you meet our minimum qualifications as a franchisee.
4. And if we successfully complete objectives 1-3, to engage you in a meaningful dialogue and conduct a “Getting to Know You” introductory conversation.

Among other things, we will answer your most commonly asked questions, such as:

- What is the brand and product/service?
- What makes this product/service unique?
- What is the investment?
- What are average unit sales?
- And most importantly, what is the profile of a successful existing franchisee?

After you review this information package, we look forward to the opportunity to speak to you further and answer any additional questions this information creates.

Thank you for investing your time. We don’t take such an investment lightly.

Sincerely
Dan Chaon, CEO and Founder
sneakybird®



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This advertisement is not an offering. An offering can only be made by a Franchise Disclosure Document filed with the referenced state, which filing does not constitute approval. sneakybird® franchises will not be sold to any resident of any such jurisdiction until the offering has been exempted from the requirements of, or duly registered in and approved by, such jurisdiction and the required Franchise Disclosure Document (if any) has been delivered to the prospective franchisee before the sale in compliance with applicable law. The following states regulate the offer and sale of franchises: CA, CT, FL, HI, IN, IL, MD, MI, MN, NE, NY, ND, RI, SD, TX, VA, WA and WI. If you reside in one of these states, you may have certain rights under applicable franchise laws.



WHO IS sneakybird®?



sneakybird® is craveable, high volume, emerging growth QSR brand specializing in oven-grilled chicken. Our motto is Never Ever Fried®

While the name “sneakybird®” is not capitalized, this new, disruptive, emerging growth brand is capitalizing on customers who seek high quality, made-to-order, customized-to-taste, oven-grilled chicken and other entrees at a high value price point.

Customers count on us to serve cooked-to-order, oven-grilled chicken meals, accompanied by over 15 different house-made sauces and dry rubs. All served in a high energy, quick, craft, causal environment, or available for take-out and third party delivery options.

We serve cooked-to-order grilled options such as:

NEVER EVER FRIED CHICKEN



CHICKEN SANDWICH



CHICKEN WRAP



CHICKEN TENDERS



CHICKEN WINGS^{GF}

For a more complete list of menu items, [click here](#)

Our meals are cooked to order and personalized to taste with over 15 different bold flavorful sauces and authentic dry rubs, such as:



SAUCES & DRY RUBS



SNEAKY^{GF}

Warm your taste buds with our signature buffalo style sauce



MO BOURBON^{GF}

Crafted notes of bourbon fresh peppers, and molasses



SOKO

Bold Asian twist of sweet meeting heat, creating a smooth tangy taste



FOOLS GOLD

Sweet golden mustard and smokey BBQ



BEE SRIRACHA



MUSIC CITY HOT^{GF}



ANCHO LIME^{GF}



SALTED MAPLE^{GF}

For a more complete list of sauces and dry rubs [click here](#)



INVESTMENT HIGHLIGHTS

Investment ranges from \$362,925 to \$726,077*

HIGH

Volume: Our company store which has been open for over a year averages over \$100K per month in revenue.

Over \$23 Customer Average Ticket

Customer Frequency: According to the USDA, U.S. consumers eat almost twice as much chicken as they do beef and pork, creating higher customer frequency and requiring fewer customers than burger chains to achieve high sales volumes.

Margins: sneakybird® offers customers oven-grilled chicken meals flavored with bold sauces and authentic dry rubs at a premium price point, creating healthy margins for franchise owners.

Two Equal Day-Parts: Revenue is approximately split 50/50 between lunch and dinner. While the low \$360K - \$726K start-up costs are similar to a sub sandwich chain, sneakybird® does higher volume than most sandwich chains by diversifying its revenue over two profitable day-parts: lunch and dinner. We also have a reasonable balance of sales during the week. Approximately 60% of our sales happen weekdays and 40% occur on the weekend.

*See FDD for details.



sneakybird®

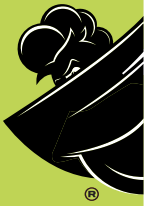
A REPUTABLE STRATEGIC GROWTH PARTNER

Small Footprint/Low Overhead: Occupying only 1,600 sq ft to 1,800 sq ft, franchisees have much lower rent liabilities, leading to lower break-even points and quicker cash flow than other, larger QSR chains. Our company store, which has been open for over a year averages over \$100K per month in sales WITHOUT a drive-thru. Therefore, sneakybird® franchisees often have an easier time finding quality locations than franchisees of QSR brands needing drive-thrus to achieve acceptable levels of sales.

Speed and Innovation: With our unique equipment package, we serve oven-grilled, made-to-order chicken sandwiches, wraps, wings, tenders, and other dishes with less labor and faster serve times than other restaurants.

Prime Territories Still Available: sneakybird® has proven itself in Phoenix, a highly competitive QSR major metro market. To see other prime markets available for development, schedule a time to speak with us.

We Value Multi-Unit Franchisees' Experience: If you are an experienced food service veteran, talk to us. We understand your value and will protect your investment by offering you prime protected development territories and achievable restaurant development schedules. We don't seek to burden you with high territory deposits and put your money at risk with unachievable development schedules. You will find a reputable strategic growth partner here.



BRAND HISTORY



sneakybird® launched in 2002, originated by seasoned restaurateur and hospitality executive, Dan Chaon.

Chaon desired to create a future-oriented, trend-forward QSR concept incorporating both customers' needs for a high value, healthy offering with franchisees' needs for return on investment. sneakybird® was designed for families, where flavor meets freshness, and franchisees and franchisors work together to build a dominant local brand in your community.

Key Leadership

We are led by seasoned hospitality veteran Dan Chaon, former CEO and partner of Native Grill, a legacy wings, pizza, and sports bar based in Phoenix. Prior to that, Chaon was a multi-unit Director of Operations with Brinker, overseeing 150 restaurants.

Joe Davis, CFO: Balancing out restaurant operations with business discipline, Joe Davis operates as CFO. Davis is a partner with Cybeck Capital Partners, a private equity firm focused on franchising.

Joe O'Hara, Executive Chairman: Like Davis, O'Hara comes from a finance and private equity and franchising background as one of the founding partners of Cybeck Capital Partners.



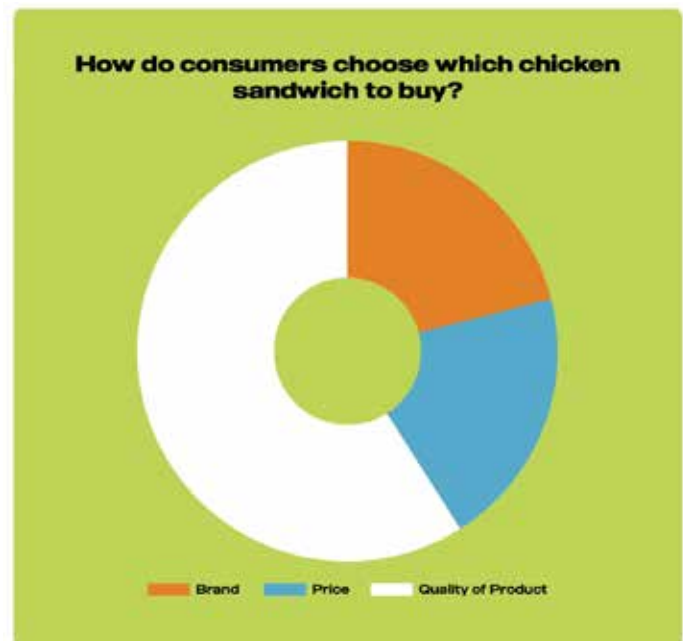
THE CHICKEN RESTAURANT INDUSTRY

Restaurant consulting firm RMS found that consumers are not price sensitive when it comes to chicken, unless a **20% or more price increase is implemented**. Nearly 60% of consumers choose their chicken sandwich based on the product quality, while just 21% choose based on the brand and 20% based on the price.

What does this mean to sneakybird franchisees?

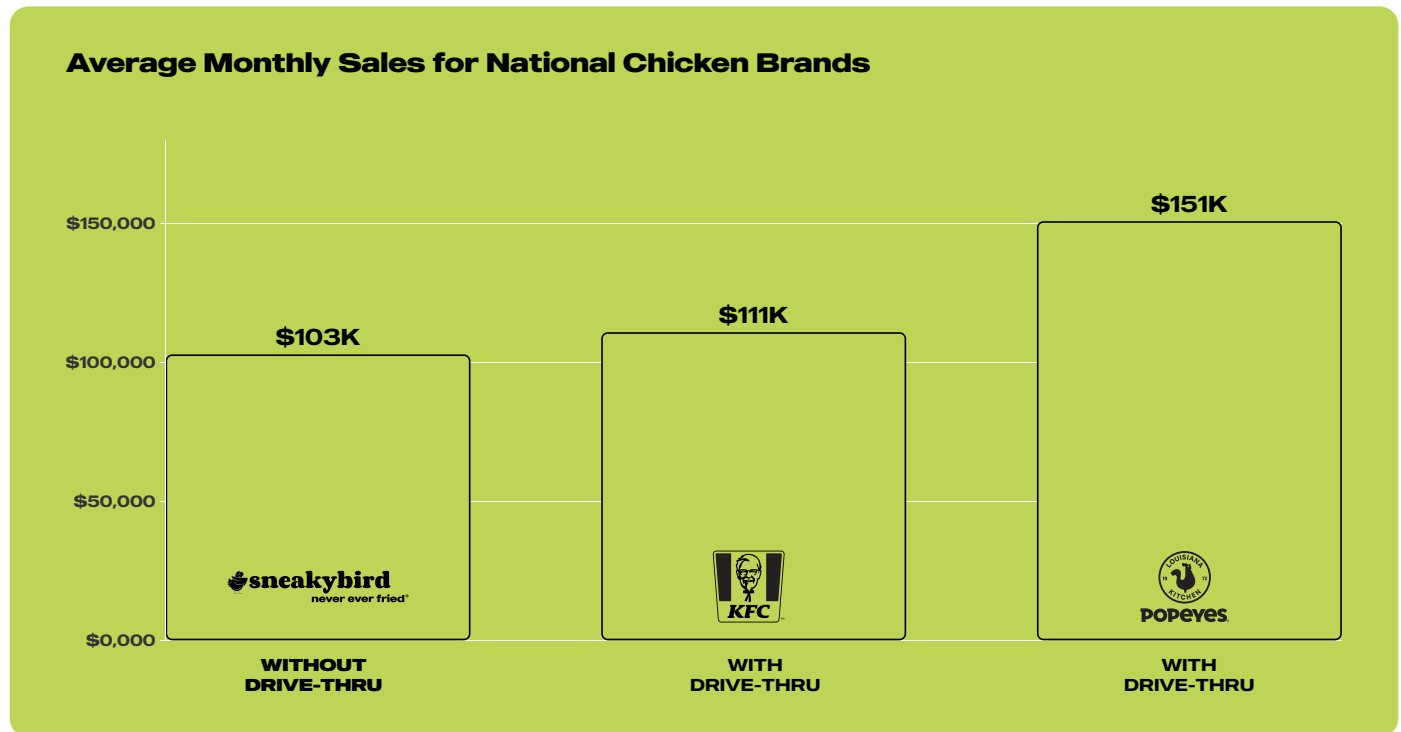
Because the chicken-consuming customer is more product, quality and taste, loyal than brand loyal, chains like sneakybird® that offer something new and unique to the marketplace has the opportunity to penetrate new markets and stand up to formidable competitors such as Popeyes, Chick-Fil-A, and KFC.

sneakybird® offers high quality, oven-grilled chicken sandwiches, tenders, wings, and more. They are made to order and seasoned to personal preferences utilizing bold and unique sauces and dry rubs.





According to Statistica, the average unit sales for KFC was \$1,341,000 (or \$111,000 per month). Our corporately owned sneakybird® locations that have been open for over a year averages over \$100K per month, all without the high overhead and build-out costs of a freestanding building and revenue driver of drive-thrus.



sneakybird® corporate unit open one year rivals KFC average sales without high start-up costs and fixed real estate costs of a freestanding building.

sneakybird® rivals the monthly sales of KFC, utilizing smaller, 1600-1800 sq ft strip center and shopping center locations without a drive-thru. Additionally, start-up costs for sneakybird® ranges from \$362K to \$726K, a fraction of the cost of starting a new KFC or Popeyes. While sales remain comparable, our rent and utilities costs are much lower than many other QSR chicken franchises, leading to higher potential unit-level economics than many of the larger QSR players.

WHAT'S ON THE MENU?

According to QSR, restaurant sales for lower and middle income Americans has been surging. With both high-quality and high-value menu offers, sneakybird® franchisees are well positioned to financially benefit from these emerging trends.

sneakybird® is a unique and disruptive new entry into the chicken specialty QSR segment. Our menu is built around the following four brand pillars.



WHAT'S ON THE MENU?



**Bold
Flavors**



High Value
Restaurant quality food
at QSR prices.

For a more complete look at our menu, [click here](#).

HOW DOES sneakybird® COMPETE?



sneakybird® Brand Positioning (according to sneakybird®)



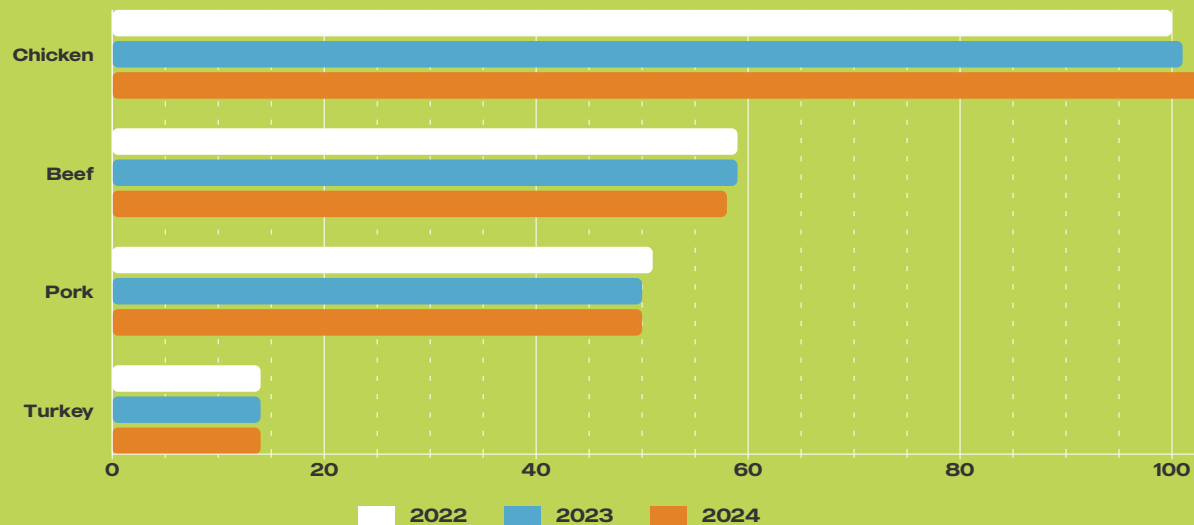
Never Ever Fried® chicken sandwiches, wraps, tenders, and wings cooked to order, customized with bold flavors of our house-made sauces and dry rubs. sneakybird® offers a quick, craft, casual environment with consistent food quality standards.

How does sneakybird® stack up against other possible QSR investments?



According to the National Chicken Council, the average American eats as much chicken as they do beef and pork combined (see chart below).

How many pounds of chicken does an American eat each year?



This potentially leads to higher customer frequency, allowing sneakybird® franchisees to create higher sales volumes with fewer customers than other food categories.

Combining high customer frequency with a high average ticket of \$23 per customer, sneakybird® franchisees benefit from a strong revenue model, leading to both high margins and excellent ROI potential.

What is the Sales Mix Between Dine In, Carry Out, and Delivery?

Take out, delivery, and catering represent about 60% of sales and dine in is 40%. Our operating system and POS is designed to integrate take out, third-party delivering, and catering seamlessly with dine-in transactions.

What is the Sales Mix between Lunch and Dinner?

The lunch and dinner mix is about 50/50. sneakybird® is a two daypart business.

What is the Sales Mix between Weekdays and Weekends?

Our sales are reasonably split between weekdays and weekends.



How is sneakybird® positioned to withstand rising Labor Costs and Inflation?

Utilizing state-of-the-art equipment, combined with proprietary cooking procedures and employee training, sneakybird® kitchens predictably run more efficiently and with predicted less labor than old-school kitchens with antiquated equipment. Additionally, the modernization of our kitchen aids in employee retention and job satisfaction.

How Is sneakybird® Leveraging Technology?

From its inception, sneakybird® was designed to optimize technology to ensure strong unit-level economics. For instance, our modern kitchen package, design, and procedures produce higher sales per hour with less labor than other QSRs.



POS and customer loyalty programs



Back-office solution, budgeting, inventory, and operations

What Is the Labor Model?

sneakybird® is an efficient streamlined operation often requiring less labor relative to other QSR brands. Franchisees will have one full-time GM and assistant manager and approximately eight other part-time employees, for a total payroll roster of ten employees.





WHAT ARE OUR CUSTOMERS SAYING?



sneakybird® has built a loyal following of raving fan customers, accumulating hundreds of five-star customer reviews with such esteemed social media and delivery platforms as:



★★★★★ 4.8 / 5



DOORDASH

★★★★★ 4.7 / 5

Uber Eats

★★★★★ 4.7 / 5



★★★★★ 4.5 / 5

Carlos C.

Chandler, AZ



I had the chicken sandwich (homestyle) with the jalapeño garlic ranch dry rub and sneaky sauce. It was delicious and I would order it again.

Jeffrey M

Phoenix, AZ



The wings are baked and never fried. They were juicy, tasty, and full of protein.

I love the experience of having my fingers covered in sauce.

Val H

Scottsdale, AZ



Love love love! sneakybird is one of my family's favorite casual dining spots. The food is delicious and healthy. The ranch dressing is the BEST ever, and the variety of wing sauces and dry rubs create an endless variety of wing flavors. The chicken wrap and chicken sandwich are the best in town. The staff is always friendly and the atmosphere is cool. Check it out, you will be happy you did!



WHAT ARE THE STARTUP COSTS?



The predictable sneakybird® investment ranges from under \$362K to \$726K.

The investment ranges in the Franchise Disclosure Document are as follows:

Type of Expenditure ¹	Amount	Method of Payment	When Due	To Whom Payment is to be Made
Initial Franchise Fee	\$35,000	Lump Sum	At the time you sign the Franchise Agreement	Us
Initial Training Expenses ²	\$5,300 to \$8,000	As Incurred	During training	Hotels, restaurants and airlines
Lease Deposit and 3 months Rent ³	\$24,000 to \$36,000	Lump Sum	Monthly (with security deposit paid before opening)	Landlord
Architect Fees	\$10,000 to \$17,500	As Incurred	Before Opening	Architect
Construction ⁴	\$92,400 to \$290,052	As Incurred	Before Opening	Contractors and Suppliers
Signage ⁵	\$11,000 to \$24,300	Lump Sum	Before Opening	Suppliers
Interior Vinyl and Window Graphics	\$6,500 to \$10,500	Lump Sum	Before Opening	Suppliers



Type of Expenditure ¹	Amount	Method of Payment	When Due	To Whom Payment is to be Made
Decorating, Furniture and Furnishings	\$10,200 to \$14,600	Lump Sum	Before Opening	Suppliers
Technology Systems ⁶	\$11,675 to \$17,975	Lump Sum	Before Opening	Suppliers
Kitchen Equipment ⁷	\$95,300 to \$172,750	Lump Sum	Before Opening	Suppliers
Smallwares	\$7,500 to \$11,000	Lump Sum	Before Opening	Suppliers
Uniforms	\$450 to \$700	Lump Sum	Before Opening	Suppliers
Initial Inventory ⁸	\$5,500 to \$7,000	Lump Sum	Before Opening	Suppliers
Grand Opening Advertising ⁹	\$5,000	Lump Sum	30 days before through; 60 days after opening	Suppliers
Utility Deposits ¹⁰	\$200 to \$6,300	As Incurred	Before Opening	Utility Companies
Business Licenses ¹¹	\$2,500 to \$5,000	Lump Sum	Before Opening	Government Agencies
Professional Fees ¹²	\$2,500 to \$7,500	Lump Sum	Before Opening	Lawyers, Architects and Accountants
Insurance ¹³	\$2,000 to \$3,000	Lump Sum	Before Opening	Insurance Companies
Pre-Opening Payroll	\$5,900 to \$8,900	As Incurred	Before Opening	Employees
Additional Funds (3 months) ¹⁴	\$30,000 to \$45,000	As Incurred	As Incurred	Suppliers, employees and us
Total Estimated Initial Investment¹⁵	\$362,925 to \$726,077			

How do I finance my business?

Franchisees finance their businesses in a number of different ways, such as:

- Small Business Association
- Roll Over as Business Start-Up (401K Rollover)
- HELOC (home equity line of credit)

We will work with you to help you determine what is best for you.



WHO IS THE IDEAL FRANCHISE CANDIDATE?

While we will entertain and welcome single restaurant owners, larger multi-location or multi-brand franchisees will find a welcome home here as well. We understand your value to the sneakybird® brand and the communities you serve. You will be treated accordingly.

The ideal candidate has a net worth of \$1.5M and \$500K in liquid assets available to invest (for a multi-unit franchisee).

Franchise candidates should have a 660 or better credit, clean criminal records, and no bankruptcies for the past seven years or more.

As an emerging growth brand, we seek franchisees who want to work closely with the sneakybird® team and become brand ambassadors for both their communities and other franchisees.

What is the ideal Franchisee/Franchisor relationship?

sneakybird® champions a franchisee-friendly culture. 'Our leadership team can be counted on to build workable relationships with all franchisees.

1. Franchisees and franchisors need to collaborate, communicate, and enjoy working together.
2. Franchisees need to make an acceptable return on investment.



sneakybird® leadership believes they exist to ensure that franchisees receive a sound return on their time, money, and energy invested.

We also believe that franchisees exist to ensure customers receive more real and perceived value for their customer experience than they invested in price.

Our futures are intertwined with our customers. Everyone deserves value for their money.

We subscribe to a philosophy of responsible franchising where everyone is a stakeholder in the sneakybird® brand. Building the brand is everyone's responsibility. Franchisees, the franchisor, and suppliers are all expected to do their best within their roles to add value to the brand.



Mathews, *The Ultimate Guide to Responsible Franchising* Wiley 2024

What is the profile of a successful franchisee?

We are looking for skilled business people and leaders from both within and outside the foodservice and hospitality industry.

While our investment ranges from \$362K to \$726K, up to 70% or more can be financed, we look for candidates who have \$500K to invest and good credit.

Foodservice and hospitality franchisees from other brands will find a happy home at sneakybird®. We understand and appreciate the value you bring to the relationship.

We offer protected development territories at reasonable fees combined with attainable development objectives.

sneakybird® looks to create trusting and workable relationships with its entire franchisee community. You should be collaborative, communicative, problem solving, and operate with the highest integrity. You should also be able to demonstrate the following:

- Credit score of at least 660;
- U.S. resident or Green Card;
- No criminal background; and
- No bankruptcy over the last seven years.



ADVERTISING & MARKETING



sneakybird® believes in serving the local community, so most of your marketing efforts will be grassroots efforts within your community. We also maintain a strong social media presence.

Social media

We promote product line extensions, such as flatbreads and value-added services such as catering.



In addition, we regularly post little victories and positive company news.





Online Ordering

Franchisees and customers benefit from convenient and secure online ordering from our website directly to your restaurant.




Pickup **ASAP (15-20 minutes)** from 15801 N Frank Lloyd Wright Blvd suite 100  

sneakybird  Catering 

Meals


Chicken Sandwich Meal
Oven-grilled chicken, toasted brioche bun, pickles, lettuce, tomato, & crispy tots. With choice of sauce on the side.

\$12.95




Chicken Wrap Meal
Oven-grilled chicken, tomato basil wrap, pickles, lettuce, tomato & crispy tots. With choice of sauce on side.

\$12.95




(4) Chicken Tender Meal
Choice of homestyle or naked, includes a side of our sneaky good tots.

\$10.50





(6) Chicken Tender Meal
Choice of homestyle or naked, includes a side of our sneaky good tots.


\$12.50





Third-Party Delivery Services

sneakybird® franchisees benefit from a true, two day-part business (lunch and dinner), plus their revenue is further diversified over sit down, take out, and third-party delivery services such as DoorDash, GrubHub, and UberEats. Franchisees benefit from extraordinary customer ratings of an average of 4.7 stars or more.

  Scottsdale



sneakybird

Store Info
 DashPass
Open now • Closes at 8:25 PM
4.7 (500+ ratings) • 8.4 mi
55 • Southern American
340+ people reviewed
Pricing & Fees 
[See More](#)













Delivery Pickup Group Order

\$0.00 delivery fee 50 min delivery time
Expanded Range Delivery • 8.4 mi

40% off first order up to \$10 off with code **GET40OFF1**, valid on subtotals \$15+. Excludes DashPass members

Full Menu
10:00 am - 8:25 pm

Featured Items

#2 Most Liked	#3 Most Liked	#4 Most Liked	#5 Most Liked	#6 Most Liked	#7 Most Liked
					
(6) Chicken Tender Meal \$16.25 -  88% (98)	Chicken Sandwich Meal \$16.85 -  97% (42)	(8) Wings \$15.15 -  92% (39)	(4) Chicken Tender Meal \$13.65 -  88% (98)	Chicken Sandwich \$14.25 -  100% (10)	Pepperoni \$11.65 -  100% (12)



WHAT MAKES A GOOD LOCATION?

sneakybird® generates over \$100,000 per month from our corporate location, located within a strip center with no drive-thru.

We typically look for the following criteria:

- 1,600 to 1,800 sq ft
- Good visibility from the street
- Local community shopping center and strip mall locations
- Ample parking
- Strong ingress and egress
- 20,000 cars a day driving past our sign
- 50,000 people living and working within a 12 minute drive time of the restaurant
- Complementary tenant mix
- Middle income and above

**NEVER
EVER
FRIED**



WHAT TERRITORIES ARE AVAILABLE?



sneakybird®

We are looking for single and multi-unit owners to develop exclusive markets throughout the United States with emphasis in the Southwest and West.





WHAT IS THE NEXT STEP?

First Step: Are You Qualified?

You should have \$500K in liquid assets available to invest (for a multi-unit franchisee).

Franchise candidates should have a 660 or better credit, clean criminal records, and no bankruptcies for the past seven years or more.

As an emerging growth brand, we seek franchisees who want to work closely with the CEO and become a brand ambassador for their communities and leaders among other franchisees.

Second Step: Contact Us to Schedule an Introductory Call

Please contact:

Dan Chaon
CEO and Founder
(480) 262-8022
dan@sneakybird.com

Thank you for your interest in sneakybird®

We are looking forward to getting to know you more to determine how we can work together to help you achieve your objectives.

The information in this ebook is not an offer to sell, or a solicitation of an offer to buy a Franchise. An offer to buy a franchise is made by a franchise disclosure document (FDD) only.



sneakybird

never ever fried[®]

