

IT'S TIME TO KICK IT UP!

Charley Biggs' Chicken n' Sauce™ is the hottest chicken concept to sweep the country in years! The recipe for success is simple; superior seasoned breadings, a touch of mouthwatering sauces - mixed all together with the attitude and style of Charley Biggs to keep your customers coming back for more!

LET'S FACE IT FOLKS. CHICKEN IS KING!

Everybody loves good chicken. In fact, chicken now enjoys the highest per capita consumption of all major meats. Your customers are no exception. When they sink their teeth into a crisp, juicy taste of Charley Bigg's chicken...

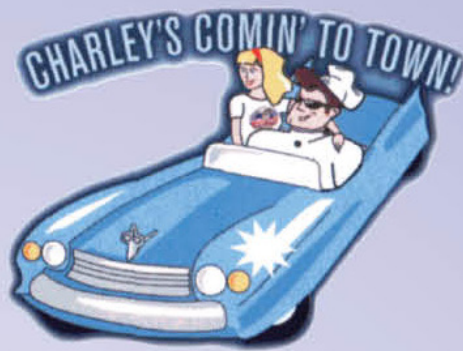
**THEY'RE GONNA BE
GOMIN' BACK FOR MORE!**



**IT'S PRETTY SIMPLE, CHARLEY
BIGGS IS COMMITTED TO:**

**THE CONTINUED GROWTH
OF YOUR FOOD SALES
THROUGH INNOVATIVE
HOT FOODS PROGRAMS**

Take a look, here's how we'll
make you successful!



Expert Service & Support

Throughout your relationship with Charley Biggs, you'll receive the service and support of seasoned foodservice professionals. They'll guide you through every facet of the program including store layout, food prep, presentation and employee training. All of this, provided at no additional cost.



Premium Brand & Flavor Profile

It's no joke. The Charley Biggs brand, breadings, seasonings and sauces have been developed using proprietary market research. In other words, REAL CONSUMERS OF FRIED CHICKEN, just like your customers, are eating it up. And when you combine great tasting chicken with the flashy All-American style of Charley Biggs, you'll attract new customers who'll come back for more!

No Franchise Fees or Royalties

Never! With Charley Biggs' program you'll keep more of your store's profits.

Marketing Solutions

With Charley Biggs, you're sure to reach new customers. Our low-cost marketing tools may include in-store promotions, direct mail, newspaper, radio and billboard concepts which can be customized for your store's use. Plus with the new Charley Biggs customer loyalty and rewards program, your customers will keep coming back for more!

