



URBAN BIRD

HOT CHICKEN

A Modern Hot Chicken Brand Built
for Global Expansion

**Born from obsession.
Built for scale.**

Urban Bird Hot Chicken is a modern quick-service brand redefining hot chicken through bold flavor, disciplined operations, and a globally scalable platform.





WHO WE ARE

Urban Bird Hot Chicken was created with a clear point of view: hot chicken should be fearless in flavor and flawless in execution.

What began as a focused food concept evolved into a structured brand, one designed not only to win customers, but to scale responsibly across markets.

*HELLA HOT
Hella Good!*

From the beginning, Urban Bird was built around three principles:

- ★ Food that creates craving, not curiosity
- ★ Systems that deliver consistency, not chaos
- ★ A brand that travels across cultures without losing identity

*GET SOME EXTRA
Bird Sauce!*

This approach allowed Urban Bird to grow deliberately, opening stores with operational confidence rather than chasing rapid, uncontrolled expansion.

Today, Urban Bird operates 28 locations, serving thousands of customers weekly through a model proven across multiple sites and operating environments.

**WARNING
IT'S ADDICTIVE**



**100% ALL-NATURAL
CHICKEN**



Urban Bird is not a trend. It is a platform.



WHY URBAN BIRD EXISTS

HELLA HOT
Hella Good!



The global QSR market is crowded, yet predictable. Consumers want bold flavors, but investors need structure.

Urban Bird Hot Chicken is the kind of franchise you buy when you want more than just a logo – you want a brand people genuinely crave and come back for. Our food is fresh, made-to-order, and built around quality instead of shortcuts, which means stronger customer loyalty, better reviews, and consistent repeat business.

Urban Bird is designed to be operationally focused and scalable, giving franchisees a proven system, a clear path to growth, and a concept that stands out in a crowded market. If you're looking for a franchise with real momentum, a loyal fanbase, and room to grow while the brand expands, Urban Bird Hot Chicken is the opportunity to get in at the right time and build something serious.

ALL NATURAL
HORMONE & ANTIBIOTIC FREE
CHICKEN



The result is a concept that satisfies the consumer emotionally and the operator financially.

GET SOME EXTRA
Bird Sauce!



WHAT MAKES URBAN BIRD DIFFERENT

A THE FOOD (OUR CORE ADVANTAGE)

1 IT'S FLAVOR-FIRST, NOT JUST HEAT

A lot of hot chicken places lean on "how spicy can you go?" Urban Bird focuses more on seasoning, crunch, and overall flavor. We believe non-spicy is just as important. Flavors like Country, Lemon Pepper and BBQ along with Limited Time flavors help Urban Bird stand out from the competition.

2 WE ARE NOT FAST FOOD

Urban Bird is built around one simple idea: quality first. We cook fresh when it's ordered, so it stays hot, crispy, and tastes fresh. We don't cut corners just to be "fast food fast." We'd rather take the extra time to do it right so every order tastes exactly how it's supposed to. Urban Bird wants to be known for the best, not the fastest.

3 IT HAS A STRONGER BRAND VIBE THAN MOST COMPETITORS

Most hot chicken spots feel generic. Urban Bird has a cleaner identity, stronger presentation, and a more memorable "this is our thing" feel.

4 THE MENU IS BUILT TO BE CRAVEABLE + REPEATABLE

It's the kind of food people come back for because it hits the same every time: crispy chicken, strong seasoning, and innovative creations leaving you wanting more.

Core Menu Highlights



COUNTRY Tender Basket



FIRE IN THE HOLE Sando



TENNESSEE BBQ BBQ Mac



Nashville HOT Chicken & Waffles



MILD Urban Sampler



XTRA HOT Urban Fries

The menu is intentionally focused, allowing:



Faster ticket times



Easier staff training



Lower operational complexity



Strong food cost control

B THE BRAND

Urban Bird's brand identity is bold, modern, and urban, designed to resonate globally

Key brand attributes:

High-contrast visual language

Street-inspired yet premium

Digital-first appeal

Highly photogenic food

This makes Urban Bird particularly effective in:



The brand travels well because it is emotion-led but system-controlled.

C THE OPERATING MODEL

Urban Bird is built for scalability.

The operating framework includes:

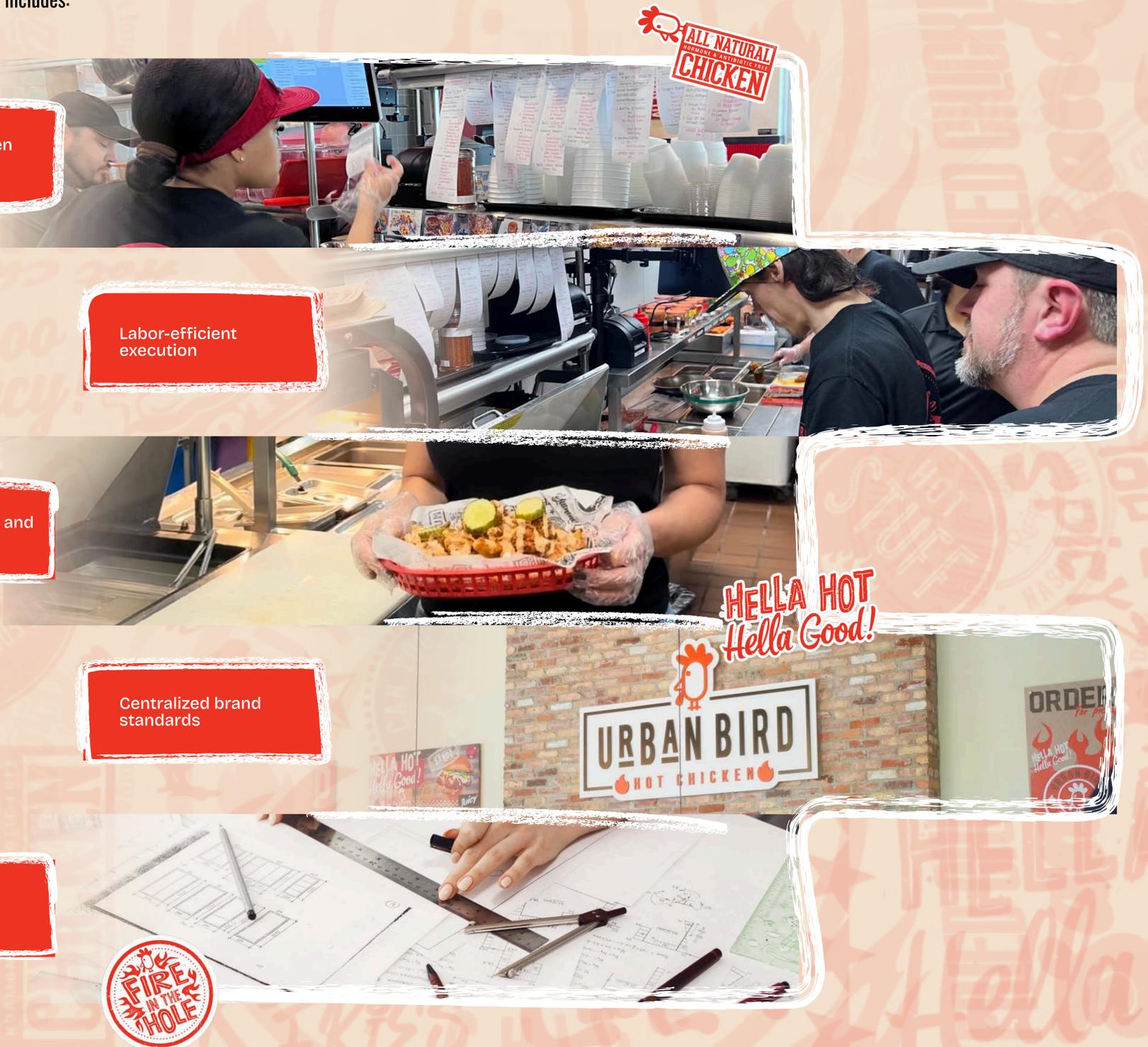
Streamlined kitchen workflows

Labor-efficient execution

Standardized prep and cook procedures

Centralized brand standards

Replicable store layouts





PROVEN GROWTH & CREDIBILITY

Urban Bird's expansion has been measured, intentional, and performance-driven.



Detailed financials are shared during the qualification and market evaluation phase to ensure accuracy and relevance.

Current Footprint

- 28 operating locations
- Multiple store formats
- Repeatable unit-level performance

Performance Indicators

- Competitive Average Unit Volumes
- Optimized food cost structure
- Labor-efficient model
- Adaptable store sizes
- Consistent brand execution

International Concept Summary

Urban Bird does not operate on a one-size-fits-all investment model.

Investment requirements vary by:

- Country
- City
- Real estate conditions
- Construction standards
- Labor economics
- Equipment sourcing

Typical Store Formats

Mall / Food Court

- Approx. 800–1400 sq. ft.
- High-traffic, lower capex entry

Inline / High Street

- Approx. 1500–3200 sq. ft.
- Strong street visibility

Flagship Locations

- 2000+ sq. ft.
- Brand-building, high-impact stores

Important Note

Final investment ranges and unit economics are provided only after:

- Market qualification
- Site review
- Format selection



This ensures realistic, market-accurate projections.

SUPPORT & TRAINING



Urban Bird provides structured, hands-on support across the entire development lifecycle.

Pre-Opening Support

- ★ Market and site evaluation
- ★ Store design guidance
- ★ Kitchen layout optimization
- ★ Equipment specifications

Training & Launch

- ★ Operational training programs
- ★ Menu execution standards
- ★ Pre-opening support
- ★ Launch coordination

Ongoing Support

- ★ Brand standards governance
- ★ Operational guidance
- ★ Menu and process updates



MULTI-UNIT & MARKET DEVELOPMENT SUPPORT

For qualified development partners, Urban Bird offers:

Phased multi-unit rollout planning

Dedicated launch coordination

Consistency oversight across locations

This ensures scalability without dilution.

WHO WE PARTNER WITH

Urban Bird is selective about its growth partners.

We seek:

- ★ Experienced multi-unit operators
- ★ Franchise and portfolio groups
- ★ Real estate-backed developers
- ★ Institutional or family-office investors with operating teams
- ★ Partners capable of disciplined rollout pacing

Urban Bird Prioritizes:

- ★ Long-term brand equity
- ★ Controlled expansion
- ★ Market-specific execution
- ★ Operational excellence

We are not focused on opening everywhere. We are focused on opening correctly.



HOW TO ENGAGE

Development Process

All international inquiries follow a controlled, professional qualification process.

Initial discussions evaluate:

- ★ Market opportunity
- ★ Development capability
- ★ Rollout strategy
- ★ Capital readiness

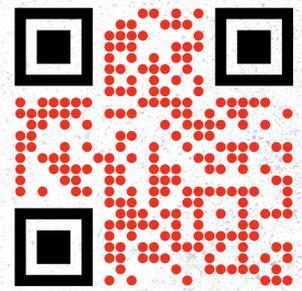
Qualified partners are then introduced into deeper brand and financial discussions.



To initiate a confidential conversation:

Contact Information:

Urbanbirdfranchise.com



Urban Bird Hot Chicken is not chasing rapid expansion. We are building a global brand with discipline, structure, and intent.

If you believe in:

- ★ Scalable food brands
- ★ Strong operational systems
- ★ Long-term market development

WE SHOULD TALK.