

[illegible]



ABOUT US

September 2020 – After pivoting from a failed pizza franchise Urban Bird Hot Chicken was born and launched its first location in Katy, TX, during the pandemic under the ownership of Brandon and Chantel Gawthorp. Brandon—a Marine veteran and former multi-unit Wingstop franchisee spent 9 months and around 60 recipe iterations to perfect the signature breeding, seasoning and frying process for all-natural, halal-certified chicken.

Urban Bird stands out with:

- Flavor diversity: Spice levels from "Country" (no heat), "BBQ" and "Lemon Pepper" to "Nashville Hot," "Xtra Hot," and "Fire in the Hole."
- Signature items: Jumbo tenders, Tender Baskets, Sando Combos, Urban Fries, Homemade Lemonade and Frozen Custard Milkshakes.
- Loaded Fries: Urban Fries (fries topped with mac & cheese, seasoned tenders, and signature sauce) along with Chronic Fries (a virtual/ghost-kitchen-exclusive concept).
- Quality promise: All-natural, antibiotic- and hormone-free, and halal-certified chicken.

Growth & Expansion:

- Rapid Expansion – By March 2024, Urban Bird had expanded to 12 Houston-area locations, including Cy-Fair; by late May 2025, the brand celebrated its 20th restaurant with a grand opening in Sugar Land, TX.
- Strategic Expansion moves:
 - Physical site selection: Often repurposing former restaurant spaces for faster and more affordable rollouts.
 - Franchising initiative: Launched in April 2025, with ten more Texas store openings planned that year across Houston, Killeen, Dallas, and San Antonio, TX.



AVERAGE ANNUAL
SALES

\$1,673,504



AVERAGE FOOD
COST

35%



AVERAGE MANAGED
LABOR

25%



AVERAGE
FOOTPRINT

2081 SF



AVERAGE
RENT

6.47 %

As reported in the Urban Bird Hot Chicken 2024 FDD and based upon reported average unit Net Sales of \$1,673,504 for the period from January 1, 2024 to December 31, 2024. Food Cost, Labor Costs and Rent Costs are presented as a percentage of Net Sales. A franchisee's results may differ from the represented performance. Information made available through this or related advertisements is for general information only. Offers are made only through an effective Franchise Disclosure Document.



STARTUP COSTS

Initial Franchise Fee	\$35,000
Construction & Leashold	\$220,000 - \$400,000
Lease Deposits & Rent (3 Months)	\$15,000 - \$36,000
Furniture, Fixtures & Décor	\$44,000 - \$144,000
Signage	\$7,000 - \$20,000
POS & Computers	\$7,000 - \$17,000
Grand Opening Marketing	\$5,000 - \$15,000
Initial Inventory	\$12,000 - \$16,000
Utility Deposits	\$2,500 - \$12,000
Insurance Deposits (3 Months)	\$1,800 - \$3,800
Travel for Training	\$3,000 - \$10,000
Professional Fees	\$4,500 - \$20,500
License & Permits	\$4,500 - \$8,500
Additional Funds (3 Months)	\$70,000 - \$100,000
Total Estimate	\$431,300 - \$837,800



SUPPORT & TRAINING

SUPPORT

When you join the Urban Bird family, we provide you with great support so that you can have the tools you need to be successful. This entails:

- Site Selection & Development
- Construction & Equipment Purchases
- Training & Operations
- Marketing
- Purchasing
- Ongoing Research and Development

TRAINING

Our training is the reason for our success and continued growth. We offer clear, concise training so that you can give your store exactly what it needs to succeed.

- Online Training - 26 Hours (At Home)
- Classroom Training - 32 Hours (Corporate Office)
- In Restaurant Training - 149 Hours (Corporate Restaurant)
- Opening Assistance - 2 Weeks onsite for 1st location



WHO WERE LOOKING FOR

IF YOU'RE MOTIVATED AND WILLING TO LEARN, THAT GOES A LONG WAY WITH US.

A LOVE OF PEOPLE AND PERSONAL SATISFACTION DERIVED FROM SERVING OTHERS IS AN ABSOLUTE MUST.

IF YOU'RE INTO PASSIVE OWNERSHIP, THIS ISN'T FOR YOU. WE NEED PEOPLE WHO ARE DEEPLY INVOLVED AND READY TO TAKE THIS BRAND TO THE NEXT LEVEL.

APPLICANTS THAT MEET INITIAL INVESTMENT REQUIREMENTS
*(PER FINANCIAL INSTITUTIONS MIN REQUIREMENTS, IE:
20% DOWN PAYMENT WITH 3 TO 6 MONTHS CAPITAL RESERVE)

WE ARE SEARCHING FOR:

- ENTREPRENEURS
- CURRENT AND FORMER RESTAURANT OWNERS
- HOSPITALITY WORKERS
- BUSINESS MANAGERS



APPLICATION STEPS

1

FILL OUT OUR EVALUATION FORM ON
OUR WEBSITE.

[HTTPS://WWW.URBANBIRDHOTCHICKEN.COM/FRANCHISE/](https://www.urbanbirdhotchicken.com/franchise/)

2

IF TERRITORY IS AVAILABLE URBAN BIRD
WILL SEND A FRANCHISE APPLICATION FOR
YOU TO COMPLETE.

3

SCHEDULE AN INITIAL PHONE
CONSULTATION FOR MORE INFO.

4

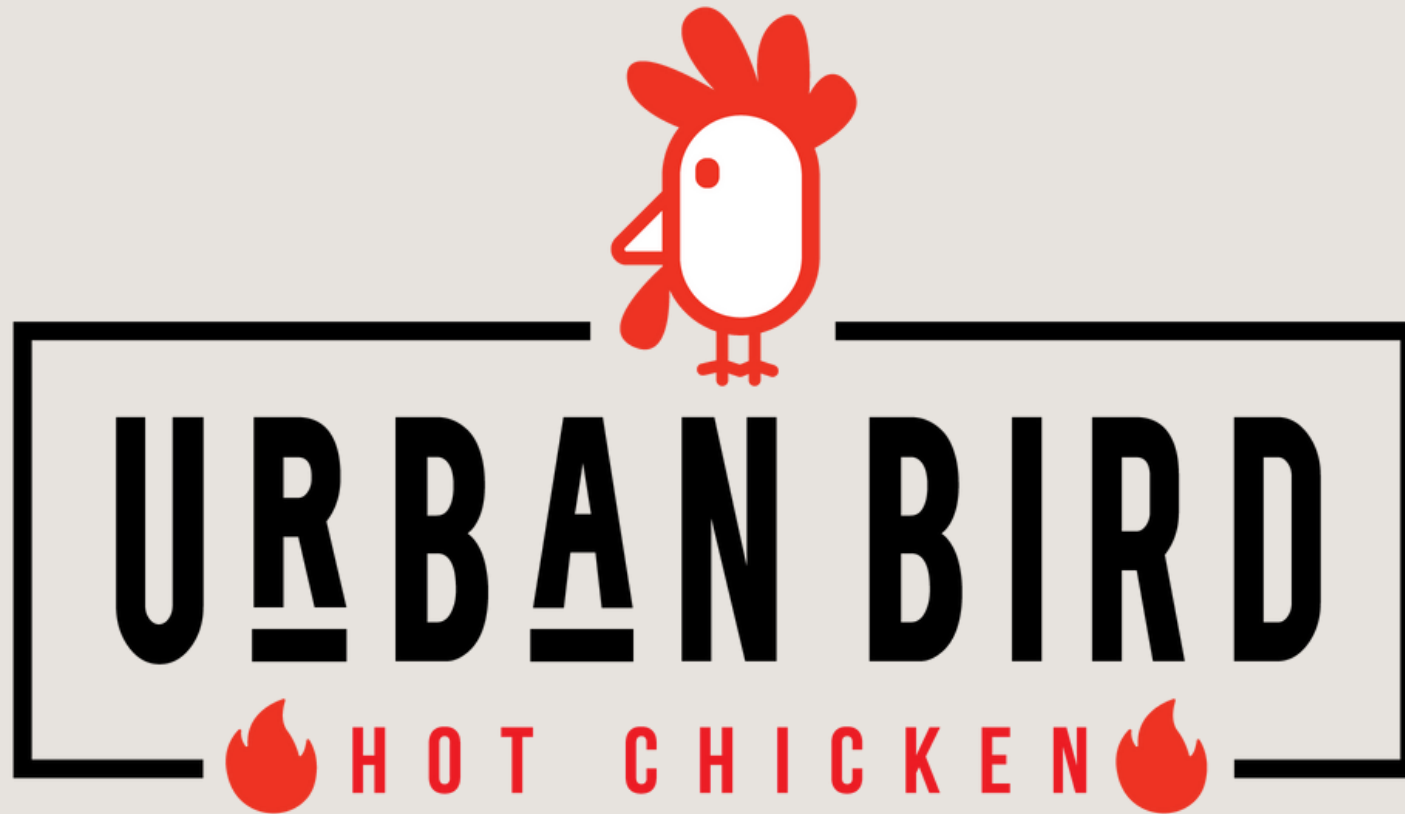
IF IT SEEMS TO BE A GOOD FIT YOU WILL
RECEIVE AN FDD BY EMAIL TO REVIEW.

5

SCHEDULE DISCOVERY DAY

6

RECEIVE FRANCHISE AGREEMENT & JOIN THE
TEAM



NOT AN OFFER TO SELL A FRANCHISE THIS WEBSITE AND THE INFORMATION CONTAINED ON THIS WEBSITE IS FOR INFORMATION PURPOSES ONLY, IS NOT INTENDED AS AN OFFER TO SELL A FRANCHISE OR A SOLICITATION OF AN OFFER TO BUY A FRANCHISE. THE OFFERING OF A FRANCHISE CAN BE MADE BY PROSPECTUS ONLY IN THE FORM OF A FRANCHISE DISCLOSURE DOCUMENT. IN THE STATES OF CALIFORNIA, HAWAII, ILLINOIS, INDIANA, MARYLAND, MICHIGAN, MINNESOTA, NEW YORK, NORTH DAKOTA, OREGON, RHODE ISLAND, SOUTH DAKOTA, VIRGINIA, WASHINGTON, AND WISCONSIN WE WILL NOT OFFER YOU A FRANCHISE UNLESS AND UNTIL WE HAVE COMPLIED WITH APPLICABLE PRE-SALE REGISTRATION AND/OR DISCLOSURE REQUIREMENTS. IN THE STATE OF NEW YORK, THE OFFERING OF A FRANCHISE CAN BE MADE ONLY BY A PROSPECTUS THAT HAS BEEN PREVIOUSLY FILED AND REGISTERED WITH THE DEPARTMENT OF LAW OF THE STATE OF NEW YORK. THE APPLICATION FOR REGISTRATION OF AN OFFERING PROSPECTUS OR THE ACCEPTANCE AND FILING THEREOF BY THE DEPARTMENT OF LAW DOES NOT CONSTITUTE APPROVAL OF THE OFFERING OR THE SALE OF SUCH FRANCHISE BY THE DEPARTMENT OF LAW OR THE ATTORNEY GENERAL OF THE STATE OF NEW YORK