

Super Chix Signs New Markets for 20 Restaurants in the Silicon Valley/San Jose, CA and Northern Colorado



Salt Lake City, Dec 3, 2020 (Issuewire.com) - Salt Lake City, UT. SUPER CHIX® is pleased to announce the signing of new franchise development groups for at least 20 restaurants with 13 in the Silicon Valley/San Jose, CA market and 7 in Northern Colorado. "We continue to be excited for the growing interest in the SUPER CHIX®

Brand and the solid franchise groups we are attracting to SUPER CHIX® -- all strong, seasoned and experienced restaurant groups. This new franchise groups are incredibly solid, already active in other concepts in these markets, and will bring a lot of value to the SUPER CHIX® Brand and our development," said CEO Darryl Neider.

"We are pleased with the performance of our restaurants in our existing markets during this challenging period, especially our franchise restaurants in Alabama and our Utah location, which is the first SUPER CHIX® restaurant located outside of the South and Southeastern US," said Neider. "Additionally, we are especially pleased to close our recent franchise development deals notwithstanding current market anxieties and we expect to announce several additional market deals in coming weeks; we consider these new deals to be a reflection of the strength of the SUPER CHIX® Brand, especially with our guest satisfaction, and our hard work in preparing the Company to roll out our Brand with solid franchise groups in multiple markets. Since March, we have signed new market deals for 65 new restaurant locations. We expect this momentum will lead to additional franchise market deals and solid restaurant opening growth in 2021 and beyond and we are thrilled to bring SUPER CHIX® to new guests throughout the country. In 2021, we anticipate new restaurants openings in all of our market territories and in the first quarter in: Bozeman, MT; St. George, Spanish Fork and Riverton in Utah; Idaho Falls, ID; Spokane, WA; and San Jose, CA," he said.

SUPER CHIX® is a premium, fast-casual dining experience bringing together superior ingredients, preparation methods and recipes expected of a great dining experience. We're not a fast-food joint: in addition to its superior chicken sandwiches, tenders and hand-cut fries, SUPER CHIX® also specializes in fresh salads and in-store churned, hand-dipped premium frozen custard.

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For more information about SUPER CHIX®, contact us at corporate@superchix.com, visit our website at www.superchix.com or call CEO Darryl Neider at 801/918-3404.



Media Contact

Super Chix

taylor@covertunicorn.com

8019183404

7135 So. Highland Dr., Ste. 200

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