

Super Chix Named to QSR Magazine's 2021 List of "The 40 Hottest Startup Fast Casuals in America"

The 40/40 List for 2021: America's Hottest Startup Fast Casuals

EMERGING CONCEPTS

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SUPER CHIX

Super Chix

HQ: Salt Lake City

Units: 8

Chicken sandwiches have been around for eons, but Popeyes' massive success in the last year and a half has thrust the humble dish to the fore. And Super Chix has plenty of experience in the chicken-sandwich game, its menu boasting items like The Deluxe, the Cheesy BBQ, the Crispy Avocado, and the Korean BBQ. The brand is aiming for at least 70 franchise locations open by the end of 2022.

(www.superchix.com) is pleased to announce that it has been selected to be on QSR Magazine's prestigious list of "The 40 Hottest Startup Fast Casuals in America," see below and go to QSR website QSRmagazine.com. "We are honored to have been selected by the Editors of QSR Magazine to be included on their high-profile list of emerging fast-casual brands. This is further affirmation of the strength of the SUPER CHIX® Brand and our positioning SUPER CHIX® for meaningful and sustained growth in multiple markets in the US and, eventually, abroad," said CEO Darryl Neider. "In just the last 10 months we have signed agreements with 8 franchise groups to develop more than 90 SUPER CHIX® Restaurants from North Carolina to Northern California with more developed areas in negotiations. In fact, we expect to open 14-18 new corporate and franchise locations in 2021 alone with Bozeman, MT opening tomorrow, February 2nd, and four other restaurants currently in or near construction," he said.

"It's clearer than ever that you shouldn't bet against chicken sandwiches," says Sam Oches, editorial director of Food News Media, publisher of QSR. "The demand for this item is off the charts all over the U.S., meaning that any restaurant concept serving a great product in a smart business format stands a great chance at enjoying exponential growth in the near future. Super Chix is one such concept and has been around long enough to build guest loyalty through a diverse menu and refined operations. That's why we were eager to include it on the 40/40 List," said Oches.

SUPER CHIX® is a premium counter-casual dining experience bringing together superior and fresh ingredients, first-class preparation methods, and recipes, in a fun and welcoming dining environment. We're not a fast-food joint: in addition to its superior, never-frozen crispy and grilled chicken sandwiches & tenders and hand-cut fries, SUPER CHIX® also specializes in fresh salads and in-store churned, hand-dipped premium frozen custard.

More about the QSR 40/40 List:

The 40/40 List is a signature report produced annually by QSR magazine. Now in its fifth year, the 40/40. The list highlights 40 emerging limited-service restaurant companies with fewer than 40 locations that have the potential to become the next big thing. Weighing brand performance, menu innovation, uniqueness of model, and buzz-worthiness, QSR editors choose from among hundreds of submissions every year in selecting an entirely new crop of quick-service and fast-casual restaurant concepts that are resetting the restaurant paradigm and driving the industry forward.

QSR Magazine:

QSR magazine is a thought leader for the quick-service and fast-casual restaurant industries, delivering news and insights to restaurant owners, executives, managers, chefs, franchisees, and more. Now in its

24th year of publication, QSR takes seriously its role in promoting industry values through its award-winning editorial content. For more information, visit QSRmagazine.com.

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