

## **Super Chix Signs New Market for 25 Restaurants in Michigan; Toledo, OH; and South Bend, in Markets.**



**Utah, Salt Lake City, Jun 11, 2021 ([IssueWire.com](http://IssueWire.com)) - June 10, 2021, Salt Lake City, UT. SUPER CHIX® ([www.superchix.com](http://www.superchix.com))** is pleased to announce the signing of a new franchise development agreement for at least 25 additional restaurants in the State of Michigan and in Toledo, OH and South Bend, IN. “We are excited for the continually growing interest in the SUPER CHIX® Brand and for the solid franchise groups we are attracting to SUPER CHIX® – all strong, seasoned, and experienced restaurant groups. The new franchise area, owned and to be operated by **Nate Houston, Eric Houston, and Easton Perkins**, and their team, is in addition to their 13-store commitment for Las Vegas, NV and St. George, UT. This is an incredibly solid development group that will bring the first SUPER CHIX® restaurants to the Mid-Western US. They already have a signed deal for a 2021 location in Toledo!” said CEO Darryl Neider.

“We are delighted to be working with so many interested franchise development groups who have deep experience and background in the high-end, counter-casual dining market. Everyone who comes to our newly-branded restaurants, samples our food, and experiences our concept, wants to get involved with SUPER CHIX®. This new mid-western US market, in addition to the new commitments signed in 2020 and early 2021, totally more than 135+ future restaurant locations. Additionally, it unquestionably further strengthens the reach and depth of the SUPER CHIX® Brand. We have accomplished a lot since the beginning of 2020 and now have commitments for restaurant locations in 18 states across the US. 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 14-20 total new restaurant openings (there have been 4 new restaurants opened thus far in 2021) in all our existing and new market territories, with more than double that number and more in 2022 and beyond. Reno, Nevada is next in a few weeks!” he said.

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

Follow SUPER CHIX® on Facebook and Instagram.

For more information about **SUPER CHIX®**, contact us at [corporate@superchix.com](mailto:corporate@superchix.com), visit our website at [www.superchix.com](http://www.superchix.com) or call CEO Darryl Neider at 801/918-3404.



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