huey magoos
CHICKEN TENDERS

# BEST TASTING TENDERS

# STRONG GROWTH!

Founded in 2004 by Matt Armstrong and Thad Hudgens, two Southern boys with a passion for quality chicken and a penchant for serving others, Huey Magoo's is like no other restaurant concept in the market place. A pioneer in chicken tender restaurants, Huey Magoo's is the only fast casual concept that serves a variety of chicken tenders and nothing but chicken tenders. One of the most rapidly growing fast casual brands in Central Florida, Huey Magoo's has three goals: to serve great tasting chicken tenders, provide a fun and clean family environment and show love for our people.

## ONLY TENDERS, ALL THE TIME. ONLY AT HUEY MAGOOS.

All we do are delicious, fresh, cooked-to-order chicken tenders. Our premium chicken tenders are served grilled or hand-breaded, on their own, as part of a meal, or in a salad, sandwich, or wrap. And our secret Magoo's Sauce is amazing. Through countless hours of hard work and a commitment to fresh, top quality ingredients, it's no wonder we're expanding by leaps and bounds. Whether it's a meal with friends or co-workers or quality time with family, our staff has a talent for making your experience extra special. If pursuing a Huey Magoo's franchise is something that you feel passionate about, contact Andy at andy@hueymagoos.com or 214-293-1564 and let's talk.

# IS HUEY MAGOO'S RIGHT FOR ME?

## BECOMING A FRANCHISEE

Whether you are a multi-unit operator or an entry-level franchisee, Huey Magoo's is perfect for those who are looking to maximize their ROI. Having a focused menu and streamlined operations makes Huey Magoo's stand out when compared to other franchise options.

## START UP COSTS

The Huey Magoo's franchise fee is $35,000. Royalty fees are 5% with Marketing fees of 2%. A franchise is recommended to have a minimum of $250,000 in liquid assets and a net worth of $750,000+. Overall, the initial financial obligation when opening a new Huey Magoo's unit is between $338,380 to $569,800.

## AVAILABLE TERRITORIES

Available territories for opening a new Huey Magoo's location are in the Southeastern and Midwestern United States. Your territory will be protected, and no other Huey Magoo's will be permitted to open on your designated area. Huey Magoo's will provide assistance and final approval when looking for your actual real estate site. Express units are also available for locations such as malls, airports, food courts, stadiums and any other sites less than 1,800 square feet in size. The Express model may offer a more limited menu, construction, equipment package and operations manual.

## TRAINING

Huey Magoo's Franchising offers a unique training program. Training includes 17 days of on the job and classroom training. You will receive your training in a corporate training store as well as inside your franchised store.

# OUR PRODUCTS

Huey Magoo's serves a simple menu of grilled or hand-breaded chicken tender meals, wraps, sandwiches, salads, and specialty dipping sauces. Our menu items are made fresh and cooked to order, producing high quality meals served with warm smiles.

Quality is the most important ingredient. Huey Magoo's uses 100% fresh, premium chicken tenders that are steroid and hormone free. We hand bread each crispy chicken tender daily, and marinate the grilled chicken for 24 hours, adding just the right amount of spice.

From the special hand breading and marinade each day to the option of hand-breaded or grilled, with the mix of our specialty dips, we truly have something for everyone. All tender meals are prepared to order and delivered to you fresh. Plus, our famous Sweet Tea is freshly brewed, and our signature Magoo's sauce is truly one-of-a-kind.

## UNIQUE. DESIGN.

With a restyled décor and lighter, natural woods, Huey Magoo's is heading into a more contemporary direction with design. Sleek and industrial, Huey Magoo's now provides more of a farm-to-table feel, with a vibe that matches the food. Guest seating includes both booths and tables. The design not only conveys the memorable experience, it reinforces our commitment to investing in the community, our employees and the guests we serve.

## DEMOGRAPHIC CRITERIA (3 Mile)

+ Median Household Income: $55,000+
+ Population: 75,000+
+ Daytime Employment: 30,000+
+ Traffic Counts: 35,000+ CPD

## SITE CRITERIA

+ Square Footage: 1,900 - 2,200
+ Location: Visible, high traffic areas with easy access and strong anchors and national co-tenants
+ Market: Strong retail trade zone with residential and daytime customers
+ Property Type: Regional, neighborhood and strip centers

## CONSTRUCTION MINIMUMS

+ 400 amps (120/208 V)
+ HVAC: 1 ton per 125 SF
+ Grease Trap: Per code
+ Water: Per code, 1.5" service minimum
+ Gas: 2.5" gas line, minimum 2 million BTU

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# EXECUTIVE BIOS

## ANDREW HOWARD, PRESIDENT & CEO

Andy brings over 30 years of experience in the restaurant industry, specializing in developing brands to expand nationally and internationally through franchising. As Executive Vice President of Wingstop (public company: WING) for over 10 years, Andy helped expand the brand from approximately 80 restaurants to over 600 when he left. Today the company has over 800 restaurants. Andy has held several other senior executive positions with other regional and national brands throughout his career.

## MIKE SUTTER, EXEC VICE PRESIDENT, OPERATIONS & TRAINING

Mike is an accomplished restaurant operations and training expert with 30 years of experience managing and directing restaurant professionals. He started his training career with Champps Americana where he set up a detailed training curriculum for FOH positions and trained a staff of 125 employees. In 2002, Mike joined Wingstop Restaurants as their Director of Training and was promoted to Senior Director of Training and then VP of Training where he wrote their first detailed Operations Manual, moved their training program from a two-week in store class to a detailed four-week curriculum and certification program and was responsible for the training of Wingstop's first International groups in Mexico and Russia, the Philippines, Indonesia and Singapore. In 2014, he moved Wingstop's training programs to digital format and an online platform with an interactive dashboard, training tracker, a detailed library of documents and a searchable digital operations manual. Mike led the Senior Director of Training, New Store Opening Team, Restaurant Training Team, International Trainer, Digital Online Training Coordinator, Field Alignment Mangers in charge of quarterly QSCs (Quality, Service and Cleanliness reviews) for all 800 Wingstop locations and was personally responsible for the Dallas-based Corporate Training stores.

## JAMES "THAD" HUDGENS, CO-FOUNDER

Thad began his career in 2004 when he and Matt Armstrong co-founded Huey Magoo's Chicken Tenders near the University of Central Florida. From the ground up, Thad learned the duties of owning a restaurant as well as developing a multi-unit system for future growth. In 2009, after finding success and notoriety with Huey Magoo's, he and Matt opened their second location in the neighboring town of Winter Springs, Florida. In 2011, he co-founded Huey Magoo's Franchising and sold their first franchise in 2012. Thad continued his goal of owning multi-unit locations with Huey Magoo's in October 2015, when along with Matt, they opened their third location in Altamonte Springs, Florida. In the spring of 2016, Thad and Matt relinquished majority interest in Huey Magoo's franchising to a group of seasoned restaurant executives. Thad sits on the board of the newly founded franchise company where he aids in the continued growth and development of the Huey Magoo's brand.

## MATT ARMSTRONG, CO-FOUNDER

Matt, along with Thad Hudgens founded Huey Magoo's in 2004. Armed with slightly more than a vision, the two former professional golfers began a pursuit of the world's best chicken tenders. Matt has brought a compliment to Thad's leadership by providing expertise in the areas of finance, accounting and human resources to help grow the brand into one that their guests continually rave about. Matt has committed his lifelong business career to ensure the success of Huey Magoo's. His goal is to continue the pattern of strategic growth by expanding locations throughout Central Florida and become the brand's largest franchisee. As Co-Founder, Matt holds a seat on Huey Magoo's Restaurants Board of Directors. He also participates in leadership with several Central Florida charities and ministries. Beyond his work at Huey Magoo's, Matt is a devout husband and father of two children, while keeping his faith as the centerpiece of their family.

## WES JABLONSKI, CHAIRMAN OF THE BOARD

Wes brings over 35 years of experience in retail and the chain restaurant industry at nationally recognized brands such as Church's Fried Chicken, Chuck E. Cheese's, Cracker Barrel Old Country Store, Sonic – America's Drive In. and most recently, Wingstop. Wes has held several leadership positions at these companies including Treasurer, Director of Franchising, Assistant to the Chairman and CEO, Chief Financial Officer, Vice President of Technology Services and Chief Development Officer. From January 2003 to March 2013, Wes served in various leadership roles at Wingstop including Chief Financial Officer and Chief Development Officer, where he helped grow a small, regional brand from 80 restaurants into a multi-national brand with over 800 restaurants open and another 700 in development in the United States, Mexico, Singapore, Indonesia, the Philippines and Dubai.

## BILL KNIGHT, BOARD MEMBER

Bill served as the Chief Operating Officer of Wingstop Restaurants Inc. from 2003 to 2014. He was COO and a director of Hartz Restaurants International Inc. from 2000 to 2008. He previously served as Vice President of Operations and Purchasing for Ranch *1 located in Manhattan, New York from 1997-1999. Prior to his tenure at Ranch *1, Bill served as Area Manager, District Manager, Zone Manager and Regional Vice President of Church's Chicken and Regional Vice President of Popeye's Chicken and Biscuits.