

what's new!

SLIM CHICKENS TO BREAK INTO ALABAMA MARKET IN 2020



Slim Chickens, a leading fast casual franchise which features dine-in and drive-through in the “better chicken” segment, announced today that its first location in Alabama will open in the fourth quarter of 2020. The forthcoming restaurant comes out of the brand’s recent multi-unit franchise agreement in the Birmingham market.

“When I was first introduced to the Slim Chickens brand, I was immediately sold on the concept – this brand is definitely special to be part of,” said Jeff Goldt, the University of Alabama alumnus

and multi-unit franchisee bringing the restaurants to Birmingham. “We’re excited to introduce members of the community to the brand. They will be ‘Slimthusiasts’ before you know it!”

Jeff and Andrea Goldt are the franchisees bringing Slim Chickens to the state and are multi-unit owners in the greater Atlanta area. The couple owns multiple fast-food restaurant franchises and has more than 25 years of restaurant ownership experience.

“The Goldts are exactly the kind of franchisees we’re seeking as we expand into new markets,” said Jackie Lobdell, executive director of franchise development at Slim Chickens. “Their professional background in the restaurant industry coupled with their business expertise are what we look for as we sign franchisees across the country.”

The better-chicken brand has opened 100 locations across the United States, the United Kingdom and Kuwait, and is known for its passionate group of followers. With more than 350 units in development, the fast-growing brand is well on its way to reaching its goal of 600 restaurants.

To learn more about Slim Chickens, visit <https://slimchickens.com>.

For more information on the Slim Chickens franchise opportunity, visit slimchickensfranchise.com.