



Slim Chickens Prepares to Debut in Alabama Market

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Slim Chickens announced 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,” says 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,” says 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.

The brand prides itself on its cooked-to-order fresh food and strong devoted fanbase, also known as “Slimthusiasts.” Slim Chickens has distinguished itself in the “better chicken” segment by offering high-quality food and 17 house-made dipping sauces, allowing customers to enjoy a different flavor profile with each visit. Its menu, which is broader than many in the segment, includes chicken tenders, fresh salads, sandwiches, chicken and waffles, chicken wings and unique side items. Fans also resonate with the southern contemporary look and

feel and the open and inviting layout of Slim Chickens restaurants, which speak to the hospitality mindset that anchors the brand.

In July, Slim Chickens attracted an equity investment from 10 Point Capital, the private equity firm behind segment leader Tropical Smoothie Café.

The Slim Chickens franchise opportunity differentiates itself with prime markets available for multi-unit development, a passionate leadership team and world-class franchisee support system. As Slim Chickens expands, it is awarding franchise opportunities to qualified, experienced and passionate multi-unit groups looking to add a dynamic segment to their portfolio.