



FEDERAL
DONUTS & CHICKEN
FRANCHISE OPPORTUNITY

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INTRODUCTION

Franchising a Philadelphia Institution

FOR MOST OF RECORDED HISTORY, FRIED CHICKEN AND DONUTS WAS THE COMBINATION YOU NEVER KNEW YOU NEEDED. But when Federal Donuts & Chicken burst onto the scene in 2011, it raised the bar on these comfort classics, giving Philadelphians a whole new reason to get out of bed in the morning. Founded by five trailblazers including James Beard Award-winning restaurateurs Chef Michael Solomonov and Steve Cook, Federal Donuts & Chicken offers best in class donuts, fried chicken and coffee. And when paired with warm hospitality and a deep commitment to the community, FD&C is a hometown hero.

Federal Donuts & Chicken fans, above all else, flock to the shops for the extraordinary flavors. Spiced-cake Donuts are served Fancy (glazed & topped each morning in unexpected flavors), Classic (in old-fashioned milk glazes), or Hot Fresh (made-to-order and tossed in custom sugar & spice blends). Hand-battered and twice-fried Chicken comes as Tenders and Wings (with house made dipping sauces or dry seasonings), the Fried Chicken Salad, and the famous Fried Chicken Sandwich with Rooster Sauce (among a menu of chicken sandwiches). Coffee comes hot or iced, and includes the signature Donut Latte (made with steamed milk steeped with donuts & warm spices).

Federal Donuts & Chicken is passionate about changing things up with a regular roster of new flavors, bold ideas, and community connections. Federal Donuts & Chicken is looking to bring the magic to your hometown very soon.



Chef Michael Solomonov and Steve Cook. The James Beard Award-winning restaurateurs behind the offerings at Federal Donuts.

SECTION ONE

Why Franchise with Federal Donuts and Chicken?



Simple Business Model

Small Footprint
Easy to Manage
Proven Successful Model

Multiple Revenue Streams and Dayparts

Donuts
Coffee
Chicken

Suite of Support Services

Real Estate Broker
Construction Assistance
Operational Support
Marketing Guidance

Exploding Sectors

Chicken Projected to be a \$9.5 Billion Market by 2030
Donuts Projected to be a \$5.2 Billion Market by 2025

Executive Leadership

James Beard Award-winning restaurateurs Chef Michael Solomonov and Steve Cook
CEO Jeff Benjamin - Co-Founder of the Vetri Restaurant Group



SECTION TWO

Our Products



Federal Donuts and Chicken offers a unique blend of flavors, combining the savory goodness of perfectly fried chicken with the sweetness of our signature donuts creating an unforgettable taste experience.



Hot & Fresh Donuts

- CINNAMON BROWN SUGAR** Our classic spiced cake donut tossed in a cinnamon brown sugar spice blend.
- COOKIES N CREAM** Our classic spiced cake donut tossed in a cookies n cream spice blend.
- STRAWBERRY LAVENDER** Our classic spiced cake donut tossed in a strawberry lavender spice blend.
- OLD FASHIONED GLAZED** Our classic spiced cake donut with old fashioned milk glaze.
- DARK CHOCOLATE GLAZED** Our classic spiced cake donut with dark chocolate glaze.
- CHOCOLATE CAKE OLD FASHIONED** Our chocolate cake donut with old fashioned milk glaze.
- BLACK & WHITE** Our classic spiced cake donut half-dipped in vanilla cream & dark chocolate glazes.
- CRANBERRY ORANGE** Our classic spiced cake donut with cranberry glaze & orange glaze drizzle.
- GOLDEN MILK LATTE** Our classic spiced cake donut with turmeric milk glaze & a dusting of chai spice.
- STRAWBERRY WAFER** Our classic spiced cake donut with strawberry glaze, topped with crushed strawberry wafer.
- TRUFFLE** Our chocolate cake donut with chocolate ganache glaze & a sprinkle of cocoa powder.
- PUMPKIN ROLL** Our pumpkin cake donut with vanilla bean cream cheese glaze, sprinkled with pumpkin pie spice.

Chicken

- FRIED CHICKEN SANDWICH** A twice-fried chicken breast dusted with buttermilk ranch seasoning, American cheese, dill pickles, & spicy Rooster sauce on a potato roll.
- BBQ CHICKEN SANDWICH** A twice-fried chicken breast brushed with house-made Coffee BBQ sauce and Rooster Slaw on a potato roll.
- BUFFALO CHICKEN SANDWICH** A twice-fried chicken breast brushed with house-made Buffalo sauce and bread & butter pickles on a potato roll.
- THE CLUCKER** A twice-fried chicken breast brushed with cranberry chili garlic topped with stuffing mayo & American cheese on a potato roll.
- CHICKEN TENDERS** Three crispy, hand-battered chicken tenders with your choice of two dipping sauces.
- 6 WINGS** Six crispy, hand-battered drums & flats with your choice of two dipping sauces.
- BREAKFAST SANDWICH** A steamed & fried egg patty with Cooper sharp cheese, crispy bacon, & cherry pepper relish on a potato roll.
- FRIED CHICKEN SALAD** A twice-fried chicken breast with cherry tomatoes, cucumber & shredded cheddar on a bed of romaine lettuce with your choice of dressing.
- BBQ FRIED CHICKEN SALAD** A twice-fried chicken breast brushed with house made Coffee BBQ sauce, with cherry tomatoes, cucumber & shredded cheddar on a bed of romaine lettuce & Rooster Slaw with your choice of dressing.

SECTION THREE

Steps to Franchise Ownership

1



Learn About Our Brand

You'll receive comprehensive information and connect with our team and real franchisees to learn about the high demand for donuts, coffee and chicken product

2



Take Part in Our Discovery Day

Get to know our executive team and company culture

3



Become a Franchisee

Signing a franchise agreement means we can start the development of your location

4



Develop Your Location

The Federal team will work with you to find the perfect location in your preferred geography, build it out and market the business to your local customer base

5



Operational Training

Learn from our team of experts how to run a strong restaurant and maximize your success by operating "the Federal way"

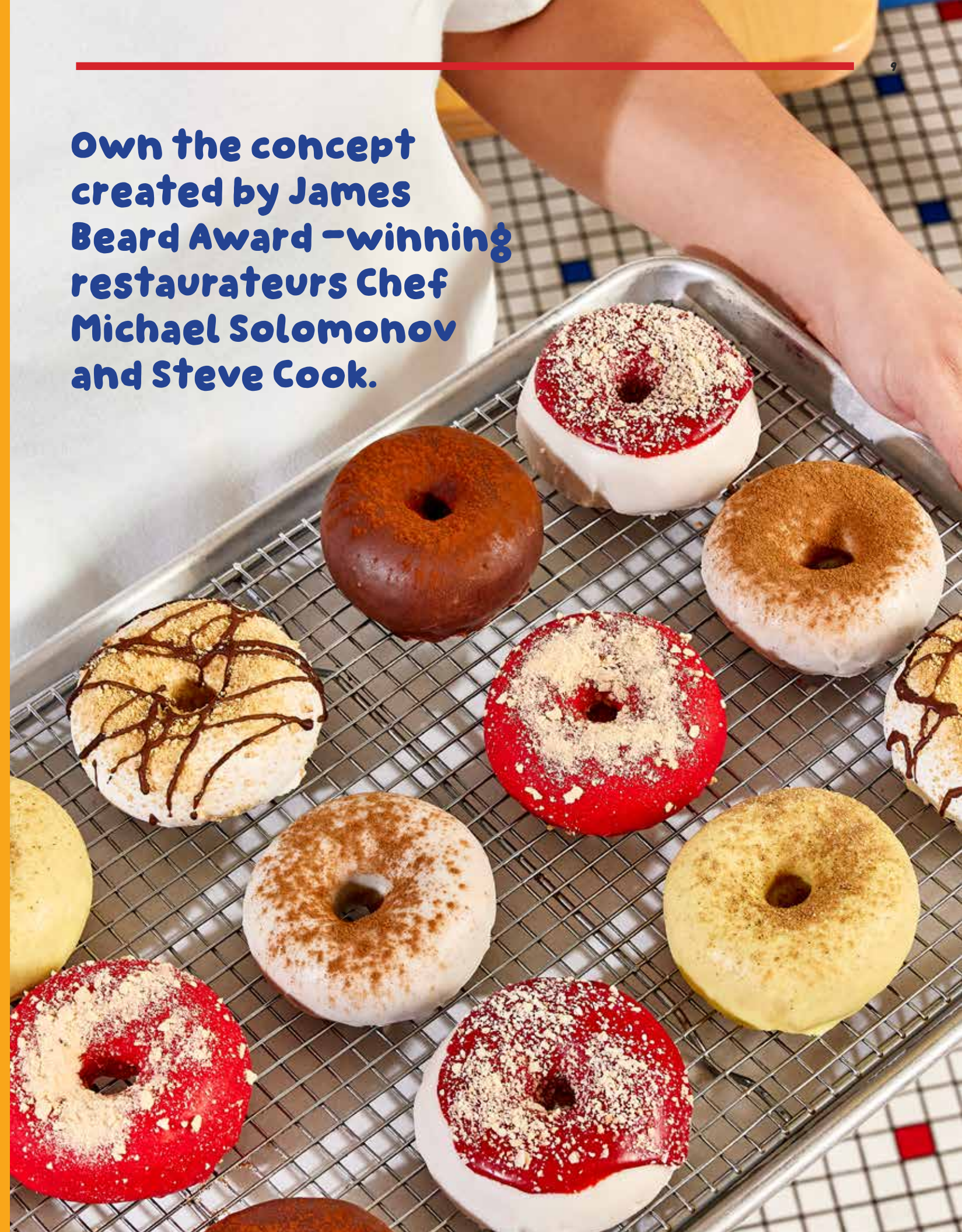
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Grand Opening

Open your doors for business while the support team at Federal continues supporting you for the life of your business

Own the concept created by James Beard Award –winning restaurateurs Chef Michael Solomonov and Steve Cook.



SECTION FOUR

Support Services



FINANCING

We connect you with funding partners to explore your options and ensure you have a customized solution for your needs.

REAL ESTATE

We provide you access to our real estate team who will help identify the best sites in your market based on proven search criteria. Our team will lead the process providing a detailed demographic report and site package for each space we review within your preferred geography.

CONSTRUCTION SUPPORT

The Federal team will work diligently with your contractors to ensure the build is completed on time and on budget.

PRE-OPENING TRAINING

Our operations team will work with you or your manager providing on-site training to ensure you are fully ready to open your location.

POST-OPENING SUPPORT

Following your grand opening, the Federal team continues to support the growth of your business and provide proven, expert tools to maximize the profitability of your location.



SECTION FIVE

Franchise at a Glance



Federal Donuts & Chicken is looking for dynamic franchisees to bring our hometown brand, to their market. The sweet and savory franchise opportunity is selling units across the country. Grab your “bite” of this lucrative opportunity.



FOUNDED IN
2011

AVERAGE UNIT
SIZE
**1,500
sq/ft**

TOTAL PROJECT
COST
**\$740,000
TO
\$930,000**

FRANCHISE
FEE
\$50,000

ROYALTY
FEE
6%

ADVERTISING
FEE UP TO
2%



Whitespace
AVAILABLE ACROSS THE US

Contact us

to grab your piece of the Federal Donuts & Chicken brand.

For more information:
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