

The Chicken Shoppe



More than just a menu...
More than just signs and labels...
More than just cooking equipment...
More than just hot or cold displays...
More than just a corner of the kitchen...

A well-organized chicken concept integrates ALL of these components into a well thought out selection of products, a physical layout that ensures the proper flow of ingredients and staff, and an overall merchandising plan that enhances your fresh food offerings, your reputation, and your profits.

Here's how...

Create the menu.

Whether you're anchoring a busy deli operation, or developing a stand-alone retail kiosk, chicken is recognized as the fresh food concept that retailers do best. The menu can focus on fried or rotisserie chicken, or both. Add hot and cold items, such as hot wings and Chicken Caesar salad. You'll even broaden your customer base further with sandwiches, appetizers, snack items and salads/sides.

Sample menu: The **Chicken Shoppe**

Fried Chicken

2-piece meal (1 side)
4-piece meal (2 sides)
8-piece family meal (2 sides)

Rotisserie

Quarter White meal (2 sides)
Quarter Dark meal (2 sides)
Whole Bird
Whole Bird family meal (2 sides)

Salads & Sandwiches

Chicken Caesar Salad
Roasted Chicken & Pasta Salad
Chicken Salad on Croissant
Grilled Chicken Breast on Focaccia

Hot Wings

BBQ, Buffalo-style, or Teriyaki
1 pound (serves 1-3)
2 pounds (serves 2-5)
4-pound Party Pack

Sides

French Fries, Baked Beans
Cole Slaw, Potato Salad

Make your space sell.

Space is always at a premium in the deli. Naturally, the amount you devote to The Chicken Shoppe will have a lot to do with how much you sell. What you do with what you have, however, is the only thing that *really* matters.

- It's important to find the right mix of full service and self-serve case displays. Pure convenience and effective packaging combine to make self-serve a major factor for increasing sales of rotisserie and fried chicken. The full-service case remains important as the place to shop for meal combinations and to get help and information from deli associates.
- If department space is tight, consider locating a self-serve island merchandiser in another area of the

store or near check out lanes to encourage impulse purchases.

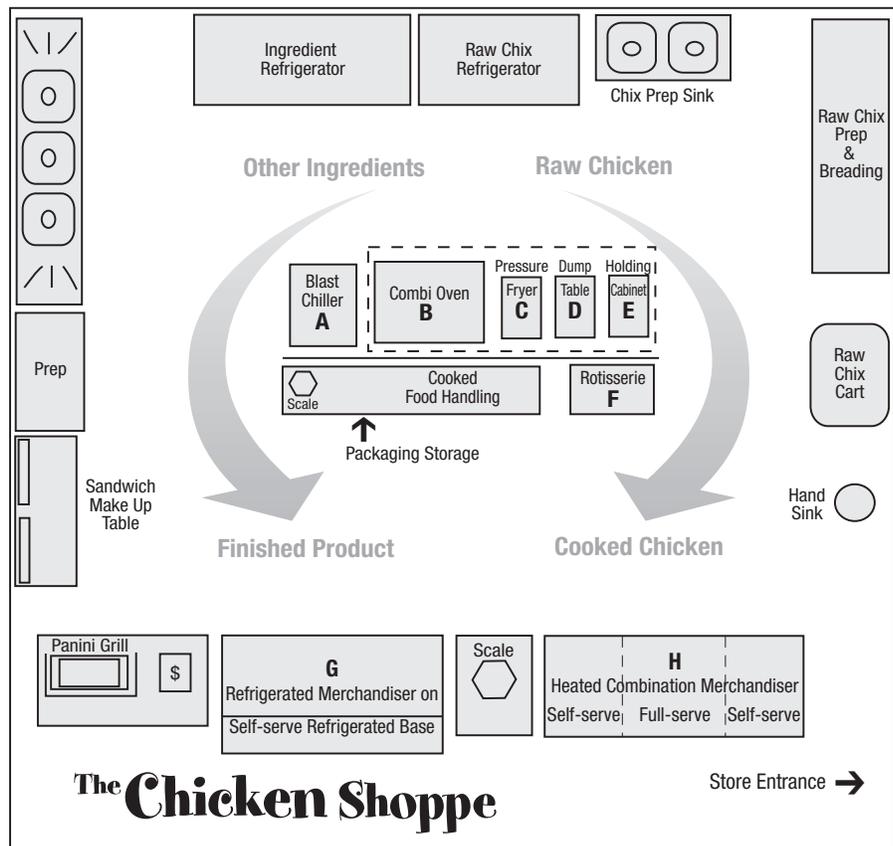
- The chicken concept menu balances the number of hot and chilled items. The right combination of hot and cold cases lets you serve customers who are hungry now as well as those who are planning meals for later. Chilled items also help reduce shrink, since hot foods have a shelf life of a mere 2 to 3 hours, while chilled foods, when handled properly, are good for 3 to 4 days.

- The rotisserie oven and sandwich assembly area should be in full view of the customer. The aroma of roasting chicken and the just-in-time nature of on-site sandwich preparation helps confirm a sense of product freshness in the customer's mind. Cleaning and breading of raw chicken, on the other hand, should always be done out of the customer's sight. Too much information, there.

Let the floor plan flow.

An important consideration in a chicken concept floor plan is to ensure food safety. The basic principles of ingredient flow in the floor plan shown should be adhered to regardless of the type or size of the operation.

- Raw chicken is handled separately from refrigeration to breasting and flows in one direction from raw prep to cooking, then straight to display.
- Other ingredients (sandwich ingredients, side dishes, etc.) are segregated and follow a different flow pattern to prevent cross contamination.
- Handling raw chicken (washing, trimming, skewering, breasting and frying) is unattractive and should be done in the back room area.
- The entire operation is located as close to a store entrance/exit as possible. This increases the convenience factor for deli-only carryout customers.
- Equipment should be sized carefully to accommodate production goals without under or over buying. Larger versions of some items, such as stacked rotisseries, can be substituted to increase production without changing the footprint.
- Combination self-serve and full-serve merchandisers offer the greatest flexibility in a limited front line. Likewise, a self-serve refrigerated *base* can multiply the merchandising space for cold items in the same frontage.



Floorplan key:

- A** – Blast Chiller BCF-65
- B** – Combi Oven LCS-10
- C** – Pressure Fryer PFG-500
- D** – Dump Table DT-221
- E** – Heated Holding Cabinet HHC-900

- F** – Rotisserie SCR-8 on SCT-800 Rotisserie Work Stand
- G** – Refrigerated Merchandiser CMC-7 on CBC-7 Merchandising Base
- H** – Heated SS/FS Combination Merchandiser HMR-107

Consistency—not “creativity”

Success over time depends on consistency. When training Chicken Shoppe associates, discourage the kind of “creativity” that results in different looking and tasting foods from day to day. Here’s how to stick to the menu:

- Use tested recipes that specify accurate weights and measures.
- Take advantage of programmable equipment with “lock in” features.
- Insist on ingredients that meet consistent specifications whether obtained from another department or an outside supplier.
- Quiz associates frequently on products and prep techniques.

Merchandise your concept.

Merchandising means promoting the sales of a product by all means available. Here are three general areas in which reasonable effort can have lasting impact on traffic, sales and customer loyalty.

Brand/Identity

Brand names don't have to be recognized nationwide to work locally. Consumers tend to respond positively to familiar names as long as the name is associated with a positive product or service experience. Your own "Chicken Shoppe" concept can benefit greatly from branding by giving whatever name you choose constant exposure to the market and by associating it with positive consumer experiences. Use the name and logo everywhere... on signs, packaging, menus, flyers, bag stuffers, as well as media advertising. Sample often, at every opportunity, to convince consumers of the taste and value of your branded product.

Display Techniques

Branding is primarily a psychological merchandising technique. Display techniques take advantage of *physical* elements—lighting, color, texture, aroma, and sound. The choice of case styles (height, profile, class style, base color) and décor (designer hot tiles with platters, crocks, and props or the traditional steam-table look, even printed product tags vs. write-on/wipe-off

tags) must be appropriate to the concept. In-store signage must operate at three levels: overhead sign(s) to direct the customer to the area, mid-level or counter/wall signage to communicate the menu and meal-building direction, and in-case signs to identify individual products and prices.

Packaging

The job of packaging, beyond its functions of protecting and transporting prepared foods, is to display it in the most attractive manner possible. These days there is plenty of sophisticated packaging that looks good and performs well in both hot and chilled environments. Decide whether your packaging should be microwave or dual oven safe. Consider domed lids with anti-fog coating for hot display, or other features like handles, venting to retain crispness, or special provisions for applying labels. All of these attributes can contribute to the merchandising of hot or chilled packaged foods and to help make your Chicken Shoppe concept a success.

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Equipment Packages

Basic equipment package

Computron 7000® pressure fryer with built-in filtration
 Hand breader/sifter
 Display counter warmer



Fried & Rotisserie Chicken equipment package

Computron 7000® pressure fryer with built-in filtration
 HHC-900 holding cabinet
 Hand breader/sifter
 HMR combination full-serve/self-serve heated merchandiser
 Refrigerated case CMC-7 on CBC-7 merchandising base
 SCR-8 rotisserie stacked on rotisserie display unit
 RSS-12 rotisserie spit stand



Complete Chicken Meal equipment package

Computron 7000® pressure fryer with built-in filtration
 Auto lift large capacity two well open fryer
 Fryer dump station
 Automatic breading machine
 SCR-16 stacked rotisserie
SmartHold™ HHC-990 humidified holding cabinet and HHC-903 holding cabinet
 LCS-10 ClimaPlus® combi
 Refrigerated case CMC-7 on CBC-7 merchandising base
 BCF-110 blast chiller/freezer
 HMR full-serve heated merchandiser
 Self-serve island merchandiser
 RSS-16 rotisserie spit stand



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