



Connecting cultures.  
Cultivating happiness.  
One chicken tender at a time!



**PONKO**  
CHICKEN





# The Evolution of a Cuisine!



PONKO is a unique spin on Japanese and Western Cuisine - where eats meets west. It's straight from the heart. Authentically Japanese. Authentically Western.



PONKO Chicken is a unique spin on Japanese and Western cuisine -

Where eats meets west.

Where Japanese and Western fare converge.

Authentically Japanese. Authentically Western.

Also referred to as Japanese Soul Food, not only are PONKO's recipes developed straight from the heart, but with the very first bite, it touches the soul.

With every Chicken Tender, Chicken Sandwich, Veggie Burger and more, PONKO's goal is to serve remarkable Japanese-inspired comfort food and provide an experience that makes guests feel instantly welcome.

Every item on PONKO's menu is unique, from the Chicken Tenders breaded in crispy, crunchy Panko and prepared using Rice Bran Oil, known for its impressive list of health benefits, to its sweet soy OG Sauce, Japanese-marinated Pickles, Green Beans drizzled with Miso Tahini and Fried Onions, and the Sweet Potato and PONKO fries sprinkled with "Foodie Flakes," a combination of Japanese Furikake along with other savory spices. Even PONKO'S Grilled Chicken is offered with a choice of Island, Teriyaki, Barbeque or Spicy sauces and the all-beef Hot Dogs are fried and served with PONKO's signature Slaw on a Potato Bun. Every aspect of PONKO'S menu is deliciously distinctive.

The moment current owner, Dr. Patrick Sallarulo, sampled his first PONKO Chicken Tender, he was hooked. Initially a small, one location establishment, Dr. Sallarulo, a medical professional, not only immediately recognized the quality and health-conscious ingredients that he so enjoyed eating, but as a businessman, he saw PONKO's remarkable potential.

The famous expression, "he liked it so much he bought the company," held true for Dr. Patrick Sallarulo and PONKO Chicken. In addition to being a medical professional, Dr. Sallarulo has held offices and chairmanships on boards of over 25 corporations and associations, and he currently sits on the boards of 6 organizations. As a former cost accountant and controller, a current chief financial officer, and successful businessman in his own right, Dr. Sallarulo brought a wealth of business knowledge and experience to PONKO. In the fall of 2017, the flagship PONKO location in Chamblee, GA opened, and the concept was immediately greeted with an emphatically positive reception and rave reviews.

PONKO Chamblee has surpassed and continues to exceed all expectations. In 2018, Dr. Sallarulo decided to take this unique concept to the masses by offering the opportunity to franchise. The first PONKO Chicken franchise location opened its doors in Midtown, Atlanta in 2019 and soon after franchises were opened throughout the Atlanta metropolitan area. The PONKO buzz is expanding and the next location to open will be the first PONKO drive-thru and will be in Newnan, GA, with several more franchises slated to open over the coming years.

PONKO has become known for its "cravability" factor, with many of their guests enjoying their favorite PONKO dishes 2-3 times a week. Their price points are competitive, and their brand along with their fresh and delicious toppings, sauces and sides appeals to a broad



spectrum of visitors. PONKO is a unique product which distinguishes itself from other cuisines and brands. There is not another chicken concept that can be compared to the PONKO experience. Using uniquely healthy Rice Bran Oil to prepare their crispy dishes, which are made in small batches, all from scratch, differentiates PONKO from other fast casual concepts.

Additionally, PONKO's menu features a variety of Vegetarian and Vegan offerings including crunchy Tofu Tenders, Tofu Tender Sandwiches and hearty Veggie Burgers. This unique PONKO experience has led to their collection of awards and accolades, which include: "Best Selling Taste" at Taste of Atlanta - three years in a row; "Best Fried Chicken in Atlanta" at the ATL CluckFest; "Top Selling Vendor" at Super Bowl Live; and five-category winner, including "Best Fried Chicken," of Access Atlanta's Best of Atlanta.

PONKO is accessible to many guests but strikes a chord with the adventuresome. They are not only "foodies," but people who are looking to be transported by immersive experiences. This naturally draws PONKO toward more urban settings with large numbers of daytime employees from surrounding businesses and evening residents. These are likely to be a somewhat younger group of customers who have lived in more than one place and value new experiences. Ideally, for PONKO, this translates to city center areas in every major city across the nation; areas that have a high daytime business and residential populations. But note, with the success of their flagship store, which is considered a sub-prime location, they have also proven that they can succeed in suburban areas. Their flagship store has helped determine the true potential that PONKO holds.

# Japanese Soul Food

A COMFORT CUISINE

FYI

PONKO has clearly achieved what they like to call the “cravability” factor. Many of their guests are eating 2-3 times a week. Their price points are competitive, and although they have targeted their brand to a specific demographic they have a broad spectrum of visitors eating at their establishment. PONKO is a unique product which distinguishes themselves from other “Asian” cuisines and brands. There is not another chicken concept that can be compared to the PONKO experience, which might explain their collection of awards and accolades.





# A Unique Concept

A UNIQUE OPPORTUNITY



## FAQS

### ABOUT:

Headquarters: Atlanta GA

Total Corporate Units: 4

Total Franchise Units: 4

Drive-thru Units Under Contract: 3

Average Sales\*: \$1.79 Million

### QUALIFICATIONS:

\$750K - \$3M Net Worth

\$200K - \$600K in Liquid Capital

Credit in Good Standing

Proven track record

### EXPECTATIONS:

Investment: \$299K - \$675K (In-Line)

Investment: \$1.5M - \$3M (Drive-thru)

Building Time: 3-18 months

Franchise fee: \$50k

Royalties: 7%

Marketing: 2%

### OPPORTUNITES:

Single Unit Franchisee

Multi-Unit franchisee

Area Developers

Master Franchisors

### BENEFITS:

- Simple Business System
- Low Labor Costs
- Minimal Restaurant Experience
- Existing Vendor Relationships
- Ongoing Guidance & Support
- Advanced Tech Systems

\*2023 average sales of in-line D stores open all 12 months of the year





# Franchise with us!



## WHY PARTNER WITH PONKO?

Franchisees will benefit from joining this growing and successful brand that is dedicated to best practices and ensuring that the business is built on the quality of product, culture and service.

The diverse backgrounds and unique skill sets of the PONKO Chicken management team is dedicated to the long term success of their franchisees. Franchisees will benefit from joining this growing and successful brand that is dedicated to best practices and ensuring that the business is built on the quality of product, culture and service.

The system itself is well positioned and poised for growth with a proven track record and a highly experienced operations and management team. The business model is reasonably simple to operate and requires limited, but highly trained staff. All of the food is sourced from direct suppliers and the vision and business objectives are derived from the management team's vast experience and business acumen.

The concept fits very well into today's franchise marketplace. It is a business model that allows for a reasonable and wide range of initial investment options,

including in-line and drive-thru units. A franchisee can get into the business with all the required initial inventory and equipment for \$299K - \$675K (in-line) and \$1.5MK - \$3M (drive-thru). The business can be highly profitable and is a flexible and scalable business model, which allows for a franchisee to add revenue and profitability in significant multiples as appropriate to operational capabilities and market size.

PONKO Chicken's franchise management company is based out of Atlanta. The corporate units in the Atlanta metro area are used as the operating prototypes for the business model and help focus growth into select U.S. markets.

Through franchise development, PONKO Chicken has the ability to operate locations in new markets without the cost and management responsibilities that come with additional company-owned territories. Because of the attractive potential return on investment, franchise

development holds enormous potential for the PONKO brand and its franchise partners. By franchising the brand and establishing the ability to deliver services to clients on a national basis, PONKO Chicken has the ability to be valued much higher than a chain of company owned units, resulting in higher returns and opportunities for its franchise partners.

**"PONKO is  
The Stuff Dreams  
Are Made Of"**

J.D. - Facebook Fan





# Brand & Product Integrity



## RECIPES

### Made to Order, Locally Sourced, Scratch Recipes, Small Batch, Antibiotic Free, Rice Bran Oil, Carefree Catering, Happiness!

The PONKO Chicken operating model has been structured with well-defined processes and systems in place, which allows for ease of replication and makes for a straightforward training program with new franchise partners.

The PONKO Chicken model offers their guests the opportunity to purchase signature chicken tender plates, sandwiches, salads, tacos, signature sides, vegan, gluten-free options and more, all at competitive prices. Employees and management in the units are courteous, professional and well trained to

have an expert understanding of the menu as to offer an educated dining experience. They wear branded uniforms and enrich the high-energy environment that sets PONKO Chicken apart from other restaurant settings. Although the product line may vary slightly by location, most of the products carried by each PONKO Chicken location are purchased through the Franchisor or an affiliate/third party company.

\*The Franchisor has final approval of anything sold in the business.

**"People actually cheer when PONKO is delivered to our office!"**

Elaine - Corporate Client





# Quality is Our Standard

TASTE AND SEE

## FAQS

### CORE VALUES:

- Caring for Others
- Character Development
- Connecting Consistently

### BRAND:

- Hip and Modern
- Unique and Remarkable
- Efficient and Friendly
- Cool Playlists

### AWARDS:

- Three-Peat Winner at Taste of Atlanta
- Top Selling Vendor at Super Bowl Live
- Best Fried Chicken in Atlanta at ATL CluckFest
- Best Taste at Midtown Alliance
- Best Salad Atlanta Magazine Reader's Choice
- Five-Category Winner Access Atlanta's Best of Atlanta





# Superior Support

BEST PRACTICES

FAQS



## TRAINING AREAS:

- Skill Development
- Product Knowledge
- Business Management
- Operations
- Customer Service
- Team Care Program

## ON-GOING SUPPORT :

- Operations
- Marketing
- Purchasing
- Accounting, Audit & Legal
- Quality Control Audits
- Franchise Business Development Coaching
- Ongoing Research & Development
  
- First & Second Qtr: 3 visits per mo.
- Third & Fourth Qtr: 2-3 visits per mo.
- Thereafter: 2 visits per mo.





# Join the PONKO Team



## CONSISTENT CARE

One of our core values is to CARE for our staff. We believe that a happy team member will make a happier customer.

Designated PONKO staff members perform supervision of field support duties. PONKO Chicken provides one field supervisor for every 20-25 franchises in the field. This is a relatively “de-leveraged” support model that allows for the high quality of support and guidance provided to franchisees. PONKO Chicken’s formalized mechanism for ensuring quality control among franchisees is implemented by these field supervisors.

In addition to field support, members of the franchisor organization provide the services listed below.

### OPERATIONS SUPPORT

- Franchisee’s Business Systems
- Unit Operations
- Maintenance
- Customer-Service Techniques
- Product Ordering
- Suggested Pricing Guidelines
- Administrative Procedures

### MARKETING SUPPORT

- Consumer Marketing Plans
- Social Media Strategy
- Advertising Campaigns
- Marketing Collaterals
- Local or Regional Tools
- Franchisee Created Materials\*
- Limited Time Offers

### PURCHASING SUPPORT

- Quantity Discounts
- Ordering Processes
- Consumables
- Food
- Retail items
- Marketing Materials

### ACCOUNTING, AUDIT & LEGAL

- Report directly to PONKO Corporate
- Management of Bookkeeping
- Franchisees to Hire their own CPA

### ONGOING RESEARCH & DEVELOPMENT

- Technology
- Purchasing
- Promotional Schemes
- How to Better Operate More Profitably
- New Product Development Offerings

\*The Franchisor will have final approval of all communication materials.

“I love, love, love  
PONKO Chicken!!!!”

Ciearra - Google Fan





# Real Estate Criteria



## SITE SELECTION

PONKO Chicken facilities are fixed retail locations in mid-to high-rent areas to provide an inclusive feel and plenty of foot traffic. The operating model is relatively simple from an operational standpoint, but delivers an extremely diverse and quality experience to the customer with great results to the bottom line.

Locations range in size (2,700 - 3,300 square feet) and are located in areas with annual rent per square foot of \$20 to \$40, on average. The interior of each location is bright, modern, and inviting with appropriate branding.

PONKO Chicken provides site selection assistance to its franchisees. A PONKO Tenant Rep professional will work with a new franchisee to determine their target market area. After the target market(s) have been established, the PONKO Tenant

Rep professional will develop a comprehensive site list of all options within the target area(s).

The sites will then be assessed for a criteria match. Criteria will include market research (demographics/traffic count), location, size, access to parking, amenities and budget. Your PONKO Tenant Rep professional will coordinate tours for the selected sites and then generate a short list of preferred sites/top choices.

The PONKO Tenant Rep professional will work with the franchisee to submit request for proposal(s), draft Letters of Intent and negotiate Lease details.

\*PONKO franchisees are required to work with a retail real estate attorney to finalize lease negotiations.





## LOCATION

### TRADE AREA:

- Median Household Income of \$75,000 or Greater
- Strong Daytime and/or Residential Population
- Strong Anchored Centers
- High-profile Retail Corridors
- Good Visibility to the Street and Center Traffic

### SPECS:

- 2,700 - 3,300 Sq Ft
- Endcap (for drive-thru and patio)
- Drive-thru (stand alone)
- In-line (Enough side walk for outside seating)
- Easy Ingress and Egress into Shopping Center
- College Campuses
- Airport Terminals

## STEPS

### 1. TARGET SEARCH

- Define Target Market Area and Desired Characteristics.
- Develop Initial Site Search Package

### 2. NARROWING IT DOWN

- Tour Lead Sites
- Narrow to Preferred "Short List"
- Prepare Requests For Proposals
- Summarize and Assess Proposals

### 3. SELECTION

- Draft Letter Of Intent
- Narrow to Preferred "Short List"
- Submit Final LOI to Landlord
- Review Lease Draft; Asssit with Negotiations
- Provide Ongoing Support

# Your PONKO Chicken

HIP & MODERN DESIGN





Join an emerging concept serving the increased need for more culturally innovative offerings. Join the growing number of independent business owners who have taken control of their futures.

## Let's Connect!



CONTACT

# PONKO



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This is not a franchise offering. A franchise offering can be made by us only in a state if we are first registered, excluded, exempted or otherwise qualified to offer franchises in that state, and only if we provide you with an appropriate franchise disclosure document. Follow-up or individualized responses to you that involve either effecting or attempting to effect the sale of a franchise will be made only if we are first in compliance with state registration requirements, or are covered by an applicable state exclusion or exemption.

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"Who doesn't love PONKO Chicken?  
The person who's never been there!"

Briamah - Google Fan

"This is my favorite! I want to introduce  
PONKO CHICKEN to everyone!"

J.H. - Facebook Fan

"If you haven't tried it, you need to.  
If you have tried it, you understand.  
PONKO Chicken is the #GOAT  
(Greatest Of All Time) of chicken."

Josh - Facebook Fan