



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



PONKO is home to eats meets west, where Japanese and Western fare converge. It's straight from the heart. Authentically Japanese. Authentically Western.

PONKO has clearly achieved what they like to call the "cravability" factor. Many of their guests are eating PONKO 2-3 times a week. Their price points are competitive, and their brand 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, which might explain their collection of awards and accolades.

AWARDS

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

REVIEWS

- Yelp's - People Love Us Award
- 5 STAR Ratings on Google
- 5 STAR Ratings on Yelp
- 5 STAR Ratings on Facebook

BRAND

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

CULTURE

- Caring for Others
- Character is Core
- Connecting with Consistency

PRODUCT

- Amazing Quality
- Undeniable Cravability
- Consistent Experience

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 in Equitable Assets
- \$200k - \$600k in Liquid Capital
- Credit in Good Standing
- Proven Source of Income

EXPECTATIONS

- Investment: \$299k - \$675k (In-line)
- Investment: \$1.5m - \$3m (Drive-thru)
- Building Time: 3 - 18 months
- Franchise fee: \$50k
- Royalties: 7%
- Marketing: 2%

OPPORTUNITIES

- Single Unit Franchisee
- Multi-Unit franchisee
- Area Developers
- Master Franchisees

BENEFITS

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

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

REAL ESTATE 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

CERTIFIED MANAGEMENT PROGRAM

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

ON-GOING SUPPORT

- Operations
- Marketing
- Purchasing
- Accounting & Legal
- Quality Control Audits
- Franchise Business Development Coaching
- Ongoing Research & Development

*2023 average sales of Prototype D stores open all 12 months of the year.



CONTACT

PONKO



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