



# Brand Innovation Product Brief

The frozen fast food product for  
everyone, everywhere!





# Agenda

Who is Chick-Fil-A

Addressing the Problem

New Product Structure & Vision

Consumers & the Overall Market

Specific Insights

Competitive Analysis

Differentiation

Our Place in the Market



# Meet the Team!

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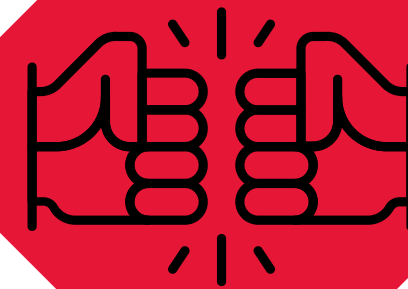


- A privately owned fast-food chain specializing in chicken sandwiches and related meals.
- Chick-fil-A has obtained an extremely loyal customer base through their high quality food & ingredients, exceptional customer service, community engagement, family orientated work culture, and strong brand identity.
- Chick-fil-A has an unique franchise model where they have operators rather than franchisees who are responsible for just one restaurant instead of multiple different locations, helping lead to their consistent quality throughout their locations in the United States.



## Strengths

1. Strong brand Loyalty
2. Quality Food and Menu Variety
3. Customer Service
4. Operational Efficiency
5. Ethical Values



## Weaknesses

1. Limited Operating Hours
2. Limited Global Presence
3. Reliance on Chicken

## Opportunities

1. Expansion into New Markets
2. Menu Diversification
3. Leverage technology

## Threats

1. Competition
2. Economic Downturns
3. Supply Chain Disruptions









# Let's Address the Problem!

## For Chick-fil-A:

- **Chick-fil-A CEO says 1/3 customers drive away from the drive-thru because the lines are too long**
- **Chick-fil-A is built on innovation and care for their customers, but has yet to follow consumer trends in the increasing popularity in the frozen food industry, showing a lack of innovation.**

## For Consumers:

- **Chick-fil-A is inaccessible on Sundays**
- **The frozen chicken nugget industry needs a healthier and more trusted option for all consumers**
- **Some consumers do not have the time (long drive thru lines) or resources to access Chick-fil-A (a busy mother with her children or a college student without a car)**





# Introducing...

## Chick-fil-A Frozen Nuggets!

A faster, more convenient way to enjoy the nuggets you already love!



# Product Vision

The frozen fast food product for everyone, everywhere!



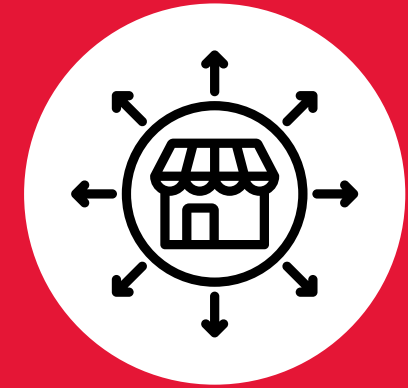
**Comfort &  
quality meet  
convenience**



**Increased  
brand reach**



**Bringing a  
healthier option  
to the frozen  
food industry**



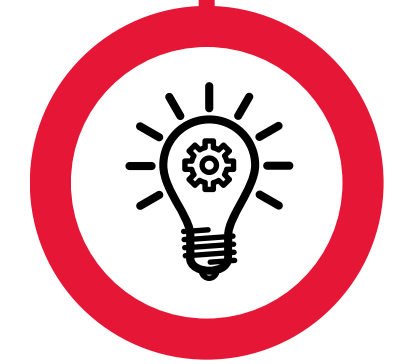
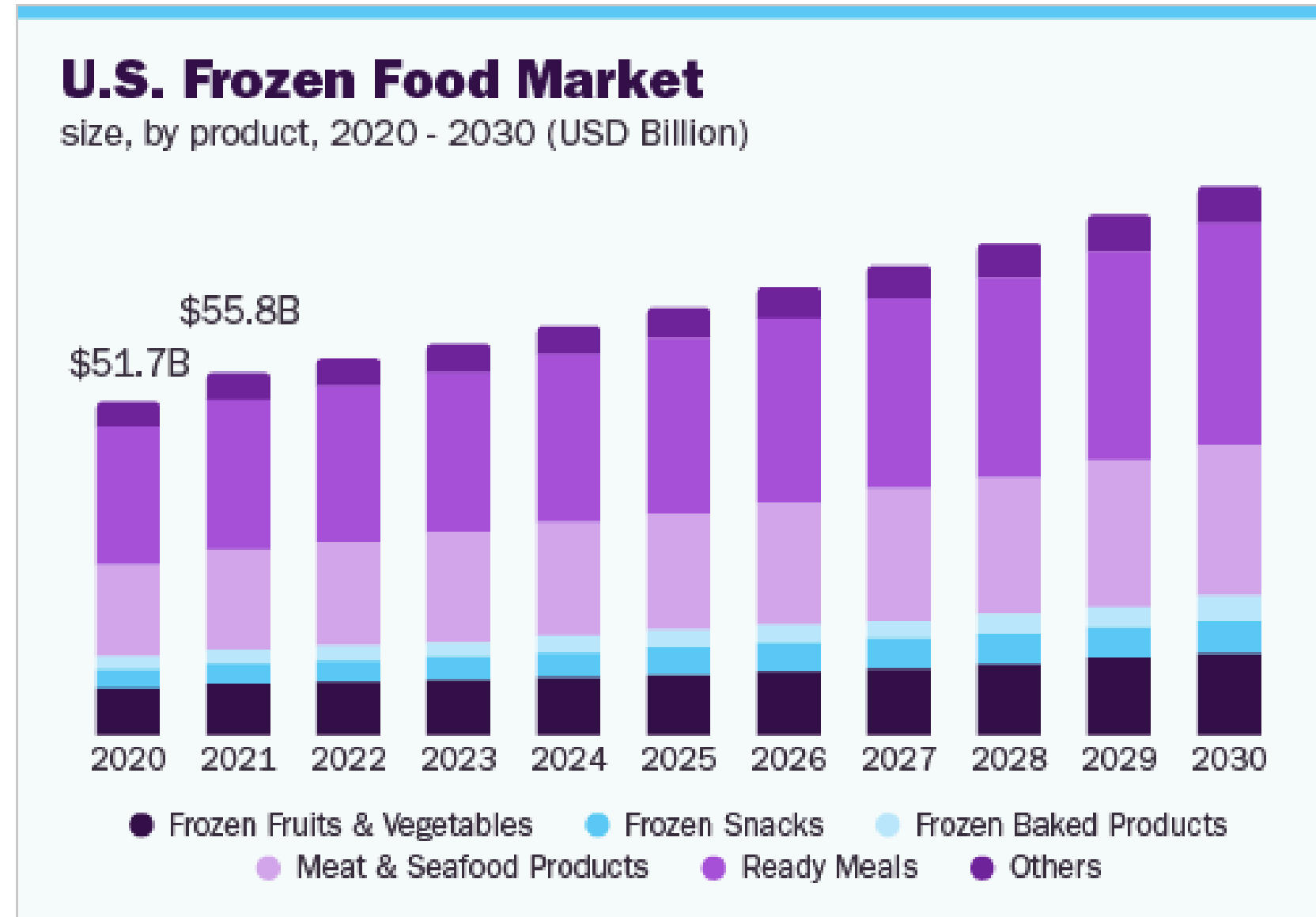
**Expanding retail  
product line**

# Market Insights



## Growing Industry

The US frozen food market was valued at \$55.8 billion in 2021. Many manufacturers and retailers are expanding into the frozen food market, since recognizing the growth potential in the industry.



## Gap in the Market

Meat and Seafood products and Ready Meals make up the majority of the current and projected frozen food market. Frozen Chick-fil-A nuggets would fit right in between these two categories.

## Market Driver

Millennials have a growing dependence on ready-to-cook foods due to time constraints is projected to drive the market through 2030.





## Who is our consumer?

**Everyone is able to enjoy Chick-Fil-A Frozen Nuggets!!!**

**A house of 1, to a house of 10, to a house of 100!**



- Consumers for this product could range anywhere from a 2 year old little kid who recognizes the Chick-Fil-A branding on the nugget bag in the grocery store to a 60 year old college football fan who needs gameday snacks for a fall Saturday.
- The Chick-Fil-A brand has always been known as one to bring community and family members of all demographics together and frozen nuggets will do the same.

# Specific Target Consumers



## Young Families

Moms are often the decision maker when it comes to meals in the household and they prioritize being able to feed their children easy and enjoyable quality food. There are limited options of cost effective, quality, and kid friendly frozen food



## Students/Young Professionals

Kids who grew up on Chick-Fil-A are growing up and making their own food purchasing decisions. This demographic is extremely brand loyal to Chick-Fil-A and prioritize the convenience of quick airfryer meals.



## Event Hosts

People who host want to provide a food option they know people will love without having to wait in busy lines or spend a lot of money to do so. Being closed on Sunday and the 5 hour notice requirement on catering orders limits Chick-Fil-A's ability to be people's go-to event food.



# Survey Results

92%

of survey respondents indicated they would purchase frozen Chick-Fil-A nuggets and would be more inclined to purchase Chick-Fil-A branded nuggets than other frozen nugget options.

## Most Important Attributes

Taste - 96%  
Consistency - 60%  
Customer Service - 42%





## Survey Results

"I prioritize my time and the taste of the food I get."

"It's gotta taste good and I'm a poor college student."

"I like it because it's good and easy"

"I've never had a messed up order from Chick Fil A, I like the way their food tastes, and it is usually very convenient for me."

# Competitive Analysis - Fast Food Market

Restaurant	Target Market	Price	Quality	2023 Sales	Strengths	Weaknesses
Chick-fil-A	Families & Young Professionals	Mid-range	High	\$21.6 Billion	- Brand loyalty - Customer service	- Limited global presence - Sunday closures
McDonald's	Families & Workers	Affordable to mid-range	Medium	\$25.49 Billion	- Brand awareness - Franchises	- Franchises lack consistency - Health perception
Popeyes	Families & Young Adults	Affordable to mid-range	High	\$5.5 Billion	- Unique Menu - Brand loyalty	- Weak global presence
Zaxby's	Families & Working People	Affordable to mid-range	Medium to High	\$2.52 Billion	- Diverse Menu - Quality	- Only in U.S. - Regional Concentration
KFC	Teenagers & Families	Affordable to mid-range	Medium to High	\$2.83 Billion	- Global brand - Franchises	- Perceived quality - Inconsistency
Raising Canes	Teenagers & College Students	Mid-range	High	\$3.7 Billion	- Quality - Customer loyalty	- Regional concentration

# Competitive Analysis - Frozen Food Market

Brand	Pricing	Retail Locations	Market Position	Freezing Methods	Revenue
Tyson	\$5 - \$12	Grocery Stores, Online, Warehouse, Convenience Stores	<ul style="list-style-type: none"><li>- High quality</li><li>- Diverse products</li><li>- Healthy options</li></ul>	Flash freezing	\$52.88 Billion
Perdue	\$5 - \$10	Grocery Stores, Online, Warehouse, Local Markets	<ul style="list-style-type: none"><li>- Premium quality</li><li>- Health-focused options</li></ul>	Flash freezing	\$9.8 Billion
Pilgrim's	\$5 - \$10	Grocery Stores, Online, Warehouse, Local Markets	<ul style="list-style-type: none"><li>- Trusted brand</li><li>- Committed to quality</li></ul>	Flash freezing	\$17.36 Billion
Birds Eye	\$5 - \$10	Grocery Stores, Online, Warehouse, Convenience Stores	<ul style="list-style-type: none"><li>- Versatile products</li><li>- Healthy ingredients</li></ul>	Flash freezing	\$730 Million
Bell & Evans	\$8 - \$12	Grocery Stores, Online, Organic and Local Markets	<ul style="list-style-type: none"><li>- Premium quality</li><li>- Sustainable practices</li></ul>	Flash freezing	\$950 Million
Applegate	\$7 - \$12	Grocery Stores, Online, Organic and Local Markets	<ul style="list-style-type: none"><li>- High quality</li><li>- Organic &amp; anti-biotic free chicken</li></ul>	Flash freezing	\$102.9 Million



## AVERAGE TOTAL TIME PER CHAIN

### BY VEHICLES IN LINE

	AVERAGE CARS IN LINE	TOTAL TIME	ADJUSTED TOTAL TIME
Arby's	0.67	319.64	477.07
Burger King	0.92	351.38	381.93
Carl's Jr.	0.46	303.74	660.30
Chick-fil-A	3.41	436.09	127.88
Dunkin'	0.78	321.10	411.66
Hardee's	0.48	336.15	700.31
KFC	0.72	303.95	422.15
McDonald's	2.01	413.06	205.50
Taco Bell	0.96	278.84	290.45
Wendy's	1.50	343.07	228.71
TOTAL:	<b>1.27</b>	<b>343.45</b>	<b>270.40</b>



# Differentiation

## Customer Service

- Chick-fil-A ranked first in the American Customer Satisfaction Index with a score of 83 for all fast food restaurants
  - 10th straight year at number 1
- QSR Drive Thru report shows that, when adjusted to match the total vehicles in line, Chick-fil-A has the most efficient drive thru's

## Quality

- Going the extra mile to use cryogenic freezing in order to preserve the quality of our product, even when frozen
- Investing in innovation for the betterment of our customers



# Cryogenic Freezing & Its Benefits

**Cryogenic freezing is an efficient method that delivers high-quality frozen food products by preventing ice crystal formation and retaining moisture.**

**The cost to cryogenically freeze food is typically between \$0.10 and \$0.30 per pound of food**



# Cryogenic Freezing & Its Benefits

**Cryogenic freezing for chicken prevents bacterial growth and spoilage by rapidly lowering the temperature to ultra-low levels, extending shelf life.**

**It minimizes ice crystal formation, preserving the texture and quality of chicken better than traditional freezing methods.**

**Cryogenically frozen chicken can be stored for longer periods without compromising flavor, making it ideal for large-scale commercial distribution.**

**The process is energy-efficient and allows for quick freezing, reducing the risk of product deterioration during storage or transport.**



# Nugget Pricing



**Tyson Chicken Nuggets (29 oz): Regularly priced around \$8.23**

**Perdue Chicken Breast Nuggets (29 oz): Priced at approximately \$8.59**

**Publix Whole Grain Chicken Nuggets (29 oz): Available for about \$8.85**

**Kidfresh White Meat Chicken Nuggets (6.97 oz): Typically priced around \$4.99**



# Projected Pricing for New Product

## Total Production Cost Calculation

Freezing: \$0.40

Chicken: \$4

Packaging: \$0.20

Labor: \$0.60

Transportation: \$0.55

**Total cost of \$5.75**

## In-Store Sale Price Estimation

**MSRP: \$9.99**

✓ **Profit: \$4.24**

✓ **Profit Percentage: 73.83**

**73.83% is considered excellent because it indicates a strong return on investment, allowing for reinvestment in the business and providing a cushion against potential market fluctuations. High profit margins like this are often essential for sustaining growth and covering overhead costs effectively.**

# **Regional Profit Distribution**

**Using geographical data, Chick-fil-a will distribute a percentage of earnings to owners/operators proportionally in line with sales of the new nuggets in their region**

**Chick-fil-a values our owners/operators and want to ensure a seamless market entry where the only people disgruntled are our competitors**



publix®

Chick-fil-A and Publix  
both place extreme  
value on customer  
service, respect, and  
quality. This has led  
us to join forces with  
their Brand.





- **Passionately Focused on Customers**
- **Intolerant of Waste**
- **Dedicated to the dignity, value and employment security of our security of our associates**
- **Devoted to the Highest Standard of Stewardship for our Stockholders**
- **Involved as responsible Citizens in our Communities**

- **We keep the needs of our people and our customers at the heart of our work, doing what is best for the business and best for the**
- **We're an inclusive culture that leverages the strengths of our diverse talent to innovate and maximize our care for each other**
- **We model our purpose every day and support each other's efforts to be good stewards who create a positive impact**
- **We find energy in adapting and reinventing how we do things, from the way we work to how we care for others.**



**TM**



**Publix shares many core values with Chick-Fil-a that create a unique opportunity for brand Partnership**

**Similarly to Chick-fil-A, Publix prioritizes customer service, innovation, taking care of their employees, and taking care and serving their community.**

**Publix also prioritizes a grocery experience suited for families, which accompanies our marketing of a product for all ages.**

**Both Brands also possess brand-loyal customers who consistently choose Publix and Chick-fil-A.**

# Launch

**Our plan is to officially launch our Frozen Nuggets at the beginning of the College Football Season and continue to advertise throughout**

**We will re-vamp our campaign during playoff season with an event at the Chick-Fil-a Peach Bowl**

**This Fits in well with both the conclusion of Football Season and the Holiday Season**





**Thank  
You & Our  
Pleasure!**

