## Super Chix Signs New Markets for 20 Restaurants in the Las Vegas, NV; Reno, NV St. George, UT; and South Atlanta, GA

SUPER CHIX - MENU BOARDS



**Las Vegas, Jan 12, 2021 (<u>Issuewire.com</u>)** - Salt Lake City, UT. SUPER CHIX® (www.superchix.com) is pleased to announce the signing of new

franchise development agreements for at least 20 additional restaurants with 13 in Las Vegas, NV and St. George, UT markets; 5 restaurants in the South Atlanta, GA market; and 2 restaurants in the Reno, NV

market. "We continue to be excited for the continually growing interest in the SUPER CHIX® Brand and for

the solid franchise groups we are attracting to SUPER CHIX® – all strong, seasoned, and experienced restaurant groups. These new franchise groups are incredibly solid, already active in other concepts in these markets, and they will bring a lot of value to the SUPER CHIX® Brand and our development," said CEO Darryl Neider.

"We are delighted to be working with so many interested franchise development groups who have deep experience and background in the high-end, counter-casual dining market. Everyone who comes to our newly-branded restaurants, tries our food, and experiences our concept, wants to get involved with SUPER CHIX®. These new developers, in addition to the new groups signed in 2020 for 70+ restaurant locations, enhance the strength, reach, and depth of the SUPER CHIX® Brand. Within the last 10 months

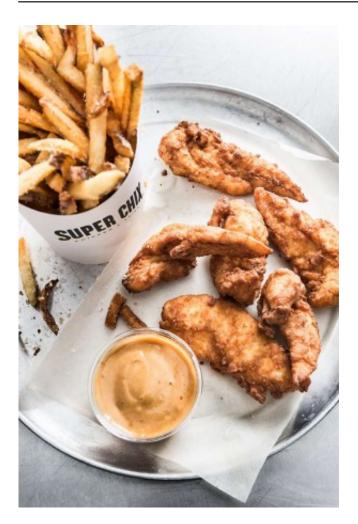
- since March of 2020 - we have signed new market commitments for 90+ new restaurant locations and now have commitments for restaurant locations in 15 states. We expect this momentum will lead to additional franchise market deals and solid restaurant opening growth in 2021 and beyond and we are thrilled to bring SUPER CHIX® to new guests throughout the country. In 2021, we anticipate 14-20 new restaurants openings in all of our existing and new market territories, with more than double that number and more in 2022 and beyond" he said.

SUPER CHIX® is a premium counter-casual dining experience bringing together superior and fresh ingredients, first-class preparation methods, and recipes, in a fun and welcoming dining environment.

We're not a fast-food joint: in addition to its superior, never-frozen crispy and grilled chicken sandwiches & tenders and hand-cut fries, SUPER CHIX® also specializes in fresh salads and in-store churned, hand-dipped premium frozen custard.

Follow SUPER CHIX® on Facebook and Instagram.

For more information about SUPER CHIX®, contact us at corporate@superchix.com, visit our website at www.superchix.com or call CEO Darryl Neider at 801/918-3404.



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