



HOUSTON TX
HOT CHICKEN

A stylized graphic featuring a red rooster with a white outline, positioned behind the text. The text is in a bold, black, sans-serif font. The background is white with a large, stylized red and orange flame-like shape on the left side.



WHY CHOOSE HOUSTON TX HOT CHICKEN?



RANKED TOP PLACES to Eat in '21, '22, '23 & '24. ★★★★★



129 Location Commitments.



Our chicken is always 100% all-natural, buttermilk-marinated, cooked fresh to order, and bursting with bold flavors. We take pride in using only quality ingredients to create a delicious meal that keeps our guests coming back over and over!



Our elevated fast-casual experience blends high-end design aesthetics with premium branding that stands apart from other common Hot Chicken concepts as well as other QSRs.



Leadership that has built several multi-million dollar operations & backed by restaurant leading private equity group Savory Fund.



ROBUST DIGITAL PRESENCE: Large and growing social media following, viral content, collaborations with top influencers and brands, and a dedicated marketing team, our brand boasts a powerful and influential digital footprint.





HOUSTON TX
HOT CHICKEN

OUR MISSION

We move like a Pit Crew – Fast, Focused and Fired Up.
Bold Food. Great Service. No Excuses.



WHERE WE ARE GOING:

CAN YOU HANDLE THE HEAT?



Houston TX Hot Chicken is redefining the hot chicken craze as a premium fast-casual brand, serving made-to-order, Nashville-style hot chicken with customizable spice levels, always using the freshest ingredients and an unwavering commitment to quality. With a bold menu and an ever-growing fanbase, HHC delivers an elevated dining experience that blends crave-worthy flavors with top-tier execution, setting a new standard in the fast-casual space.



BOLD MENU & FRESH INGREDIENTS



Original Hot Chicken



Loaded Fries



Southwest Salad



Tenders & Waffle



Nuggets

BOLD MENU & FRESH INGREDIENTS



Cheesy Sandwich



Fusion Fries



Classic Sandwich



Caesar Salad



Three Tender Meal

SWEETS



STEP INTO HHC

EXTERIOR



STEP INTO HHC

EXTERIOR



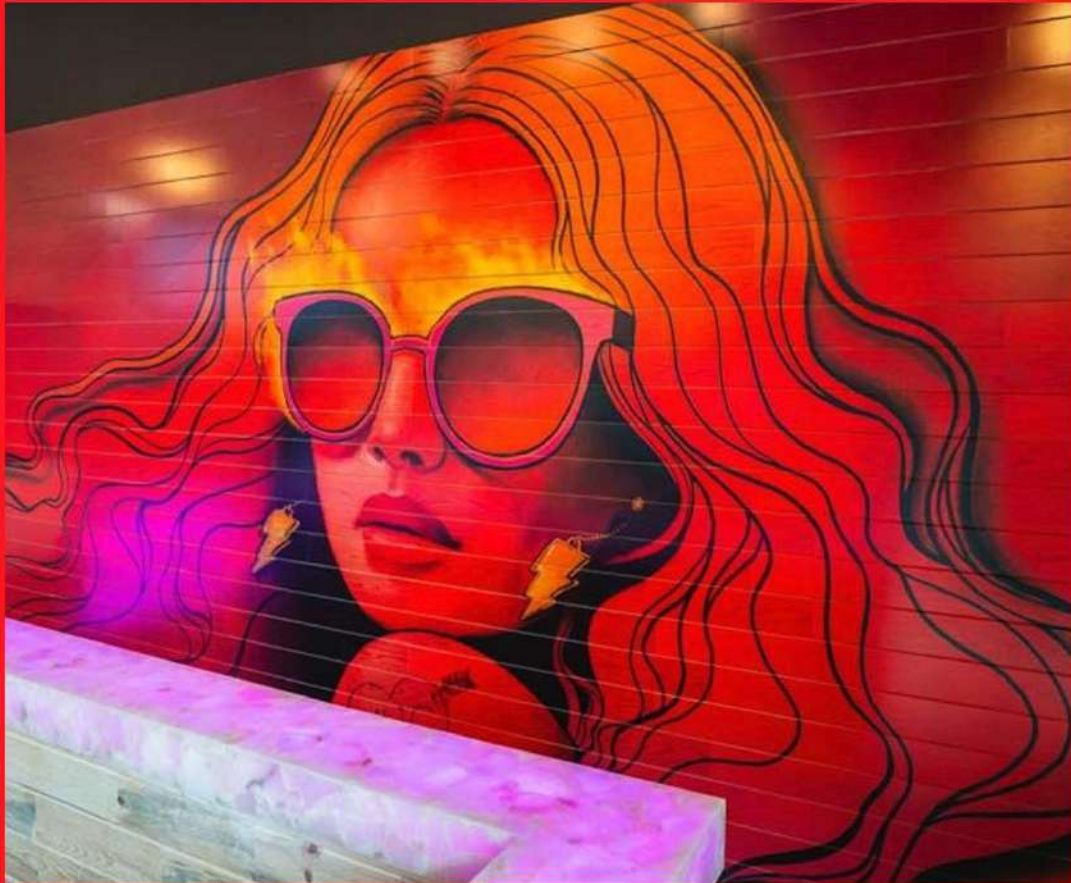
STEP INTO HHC

INTERIOR



STEP INTO HHC

INTERIOR

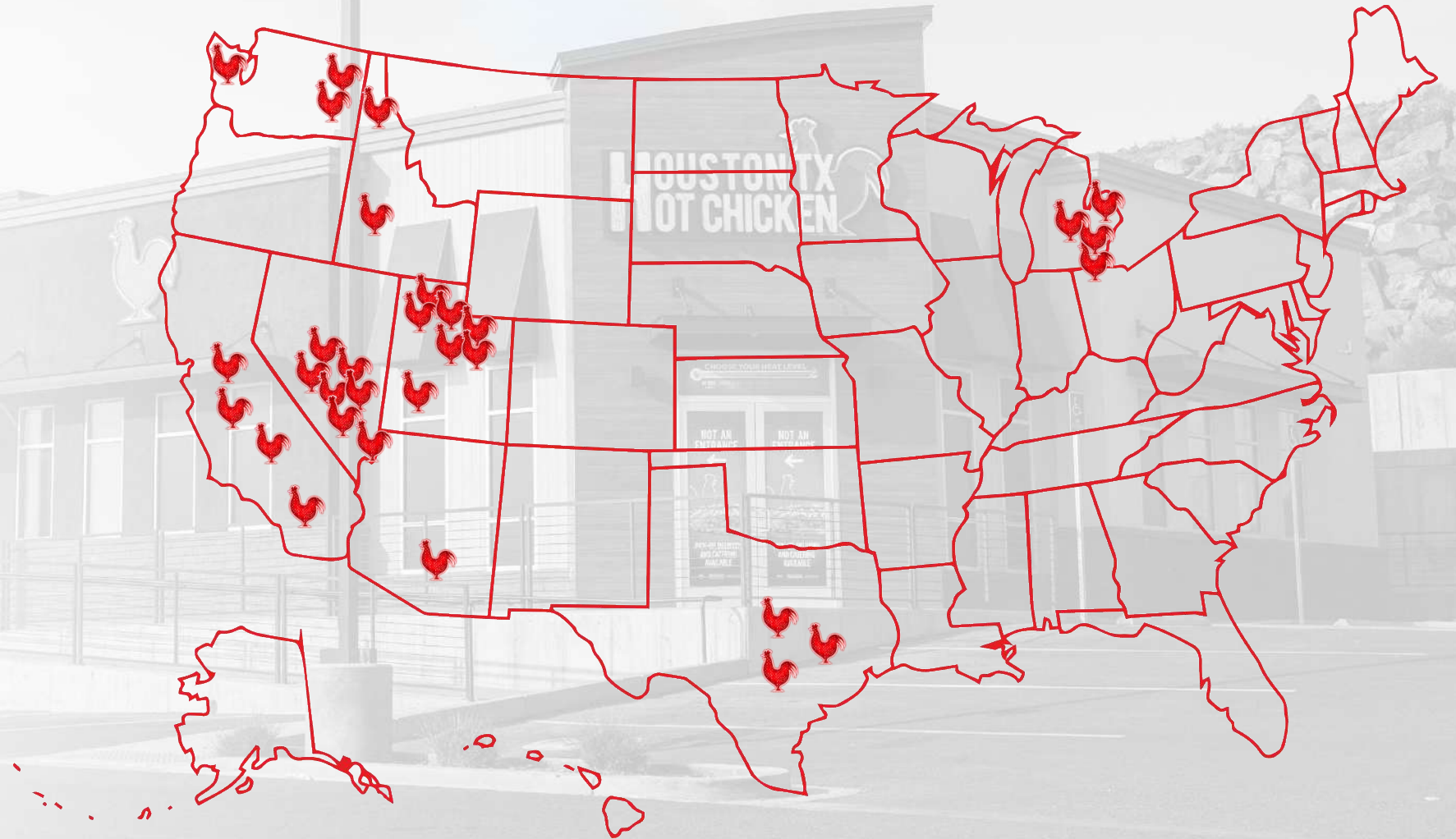


LOCATIONS

(CURRENT)

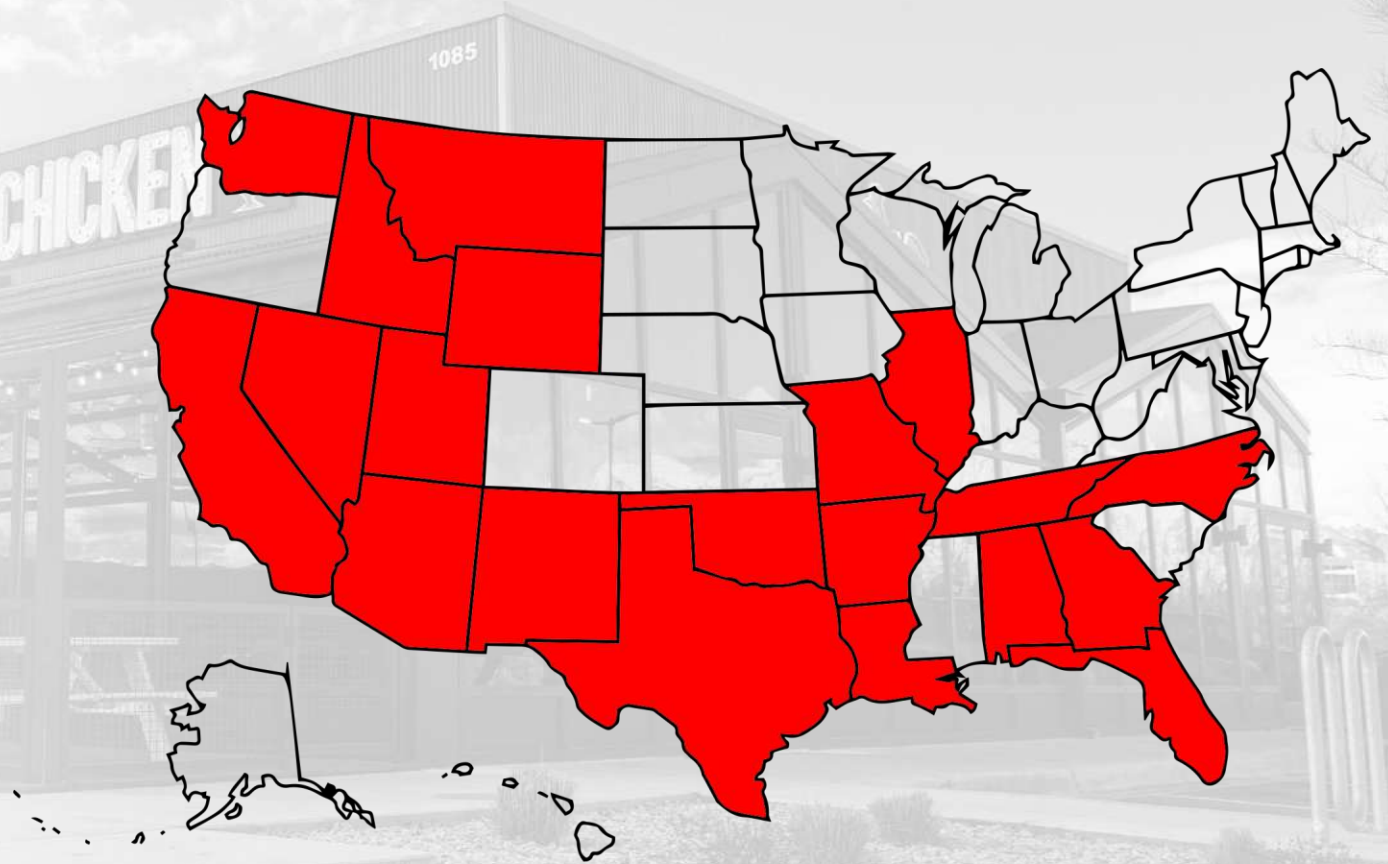
TERRITORY

- Fresno
- Bakersfield
- San Diego
- West Houston
- SLC Valley
- Seattle
- Spokane/ Coeur d'Alene
- Idaho
- Virginia
- Michigan State
- Ohio State
- St George/SLC
- Las Vegas
- Phoenix



TARGET GROWTH MARKETS 2025 & BEYOND

- Alabama
- Arkansas
- Arizona
- California
- Florida
- Georgia
- Idaho
- Illinois
- Louisiana
- Missouri
- Montana
- Nevada
- New Mexico
- North Carolina
- Oklahoma
- Tennessee
- Texas
- Utah
- Washington
- Wyoming



MARKET PLAN

Our objective is to dominate the Nashville Hot Chicken food space by leveraging our robust digital presence, viral content, strategic influencer collaborations, and dedicated marketing team.

- Market Analysis
- Brand Positioning
- Digital Marketing Strategies & Campaigns
- Traditional Marketing Tactics
- Community Driven Events - Car Meets & Food Challenges
- Promotions and Loyalty Programs
- Customer Experience Enhancement
- Performance Metrics and Analysis

@HHC SOCIAL FOLLOWING

 YOUTUBE: 151K

 INSTAGRAM: 151K

 TIKTOK: 237K





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HOT CHICKEN



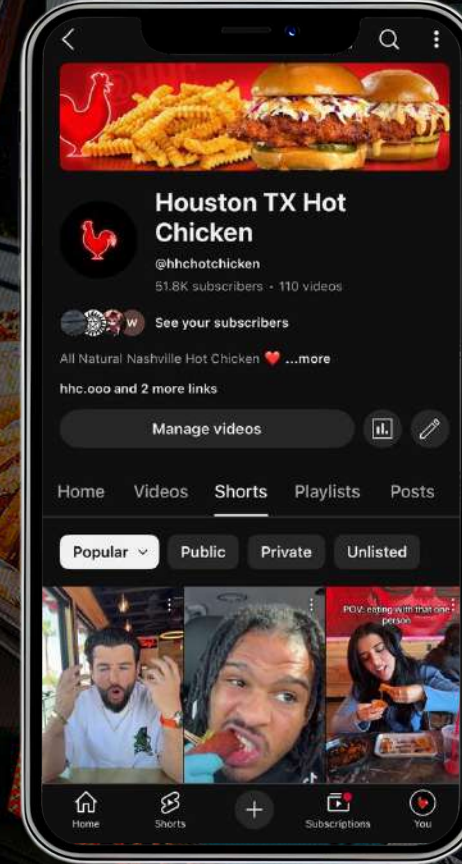
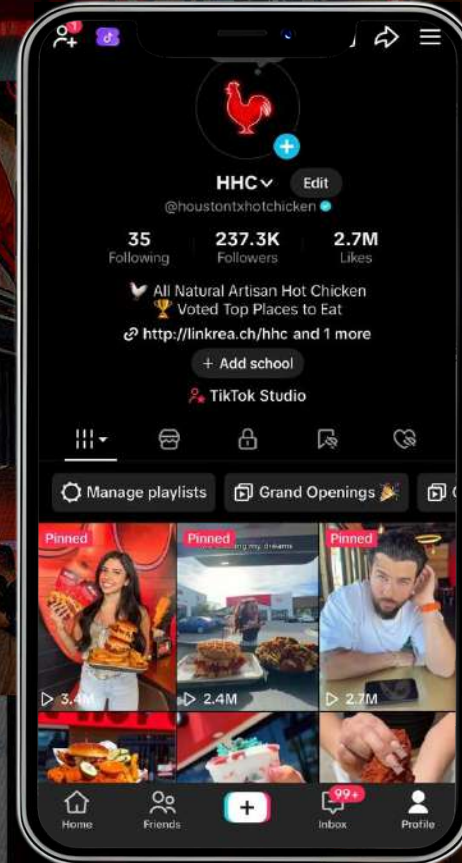
Instagram



TikTok



YouTube



THE BEST RATED NASHVILLE HOT CHICKEN

HHC LOYALTY APP

POWERED BY *Thanx*

DATA AS OF AUGUST 2025



ACTIVE LOYALTY MEMBERS

74,652

APP DOWNLOADS ↓

ALL TIME

30,636

PURCHASES

TOTAL PURCHASES: 153,676

DIGITAL PURCHASES: 97,052

IN-STORE PURCHASES: 56,624



REWARDS ACTIVITY

INTRO: 28,382

POINTS: 15,750

CAMPAIGNS: 25,743



VIRAL SOCIAL CONTENT



ADVICE OF
THE DAY

19M 880K 5.1K 294K 29K



POV EATING W
THAT ONE PERSON

3.3M 197K 526 22K 8.5K



CHICKENS ARE
FRIENDS

420K 1.5K 89K 14K



HOW OUR CHICKEN
SANDWICHES ARE MADE

2.8M 4.7K 1.5M 110K



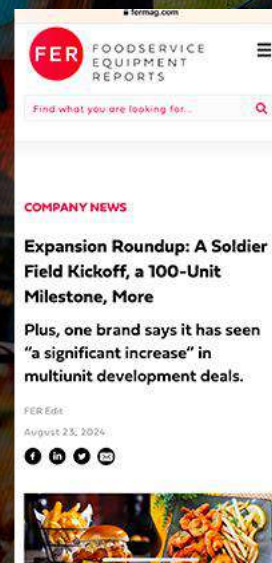
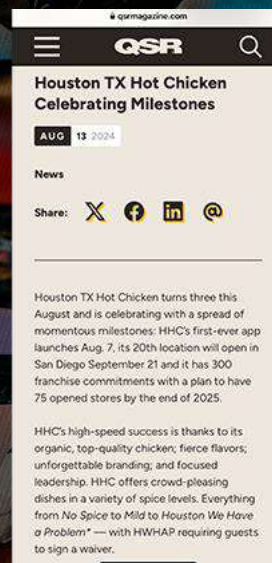
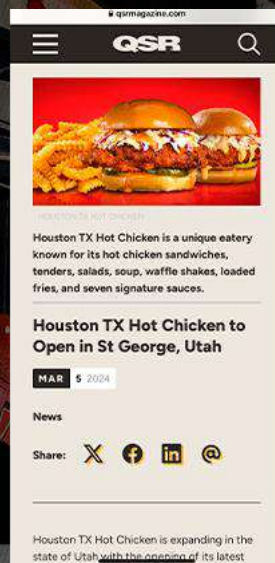
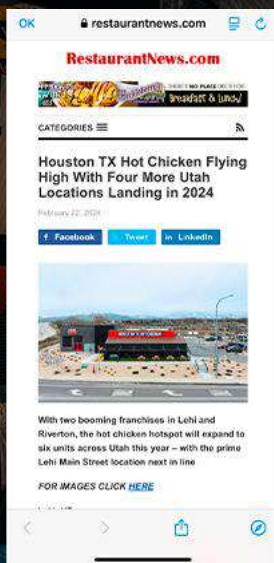
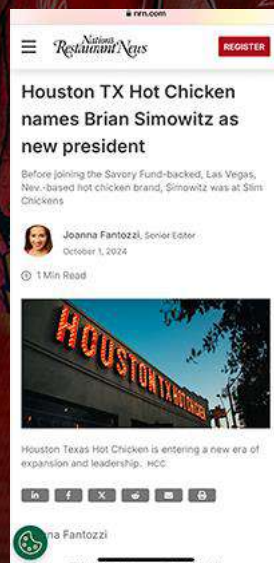
WHICH SAUCE IS
YOUR FAVORITE

4.4M 79K 195 11K 4.4K



DISCOVERY DAY

NATIONAL



Nation's Restaurant News

Fast Casual.com

RestaurantNews.com

QSR

QSR

FER FOODSERVICE EQUIPMENT REPORTS

SUCCESS®

THE RITZ HERALD
BEYOND THE HEADLINES

DIGI OPPS ANALYTICS (ANNUAL'24)

SOCIAL MEDIA



REACH

- Accounts Reached: 32.3M
- Impressions: 78.4M
- Following: +52.5% Y/Y

ENGAGEMENT

- Accounts Reached: 2.2M
- Content Interactions: 2.8M
- Shares: 1.3M



- Appearances in Search: 2.5M
- Impressions: 7.7M
- Page Visits: 167K
- Leads: 39.6K
- Clicks: 69K



- Clicks: 262K
- Conversions: 68.9K
- Impressions: 5.4M



- Page Visitors: 617K
- Page Views: 1.07M

DISCLAIMER:

The data and insights presented here are reflective of our ongoing expansion strategy. Our digital analytics and operational metrics are directly influenced by the opening of new locations, as each new market we enter inherently amplifies our brand awareness and extends our digital reach. This growth is a testament to the scalability of our approach and the untapped potential in emerging markets.

MARKET OPPORTUNITY

Nashville Hot Chicken is the fastest-growing fast-casual concept in the continental United States. The popularity of hot chicken is skyrocketing, with consumers craving the bold, spicy flavors and unique dining experience it offers. Our prime target demographic is 18-35-year-olds, who are not only adventurous eaters but also highly active on social media, amplifying our brand presence through their networks.

Investing in our Nashville Hot Chicken brand means tapping into a rapidly growing market with a concept that has proven success, high demand, and strong growth potential. Join us in bringing the best hot chicken experience to customers across the nation and beyond.



INVESTMENT OPPORTUNITY

- **Market Demand:** The demand for spicy foods is on the rise, with hot chicken leading the trend. The market for hot chicken has grown exponentially, making it a lucrative segment in the fast-casual dining industry.
- **Proven Concept:** Our established presence and strong digital footprint demonstrate our ability to capture and retain a loyal customer base.
- **Scalability:** Our streamlined operations and efficient business model allow for easy replication and scalability, ensuring profitable growth.
- **Social Media Influence:** With top food hashtags like #friedchicken and #spicychicken consistently trending, our brand leverages viral content and influencer collaborations to expand our reach and attract new customers.
- **Demographic Appeal:** The 18-35 age group is a key driver of food trends and social media engagement, making them ideal for driving the popularity of our hot chicken concept.
- **Competitive Edge:** Unlike many competitors, we emphasize health and quality, using only all-natural, never frozen chicken, and industry-leading produce.



LEADERSHIP

BRIAN SIMOWITZ

Brian Simowitz brings decades of leadership and hands-on experience to the restaurant industry. Before launching his professional career, he proudly served in the United States Air Force, where he developed the discipline and teamwork that shape his leadership style.

Brian's career began at the ground level of the restaurant world, working every position from dishwasher to manager. This hands-on approach instilled his philosophy of leading by example, always showing his team he's willing to do the work alongside them.

As Vice President of Operations at Slim Chickens (2014–2024), Brian played a key role in the brand's nationwide and international expansion. He previously served as Director of International Franchise Operations at Applebee's International and as President and CEO of BSN Restaurants, Inc.

In October 2024, Brian joined Houston TX Hot Chicken as President of Brand, where he focuses on driving growth, increasing sales, and fostering a culture that inspires both employees and guests. His leadership combines operational expertise, a passion for quality, and a commitment to redefining the fast-casual dining experience.



BUSINESS EXPERIENCE:

- BSN Restaurants, Inc - President & CEO (1999-2007)
- Applebee's International, Inc –
Director of International Franchise Operations (2007-2014)
- Slim Chickens - VP of Operations (2014-2024)
- Houston TX Hot Chicken - President (2024 - Present)

LEADERSHIP



MATTHEW RUSH

- SkinnyFats LLC, Director of Operations (2013-2017)
 - Room Awareness LLC, Director of Customer Relations (2015-2019)
 - SkinnyFats Worldwide, Chief Operations Officer (2017-2020)
 - HallPass LLC, Managing Partner (2018-2020)
 - Fries n'Pies LLC, Owner (2020 - Present)
 - 1% Consulting LLC, Owner/President (2020 - Present)
 - **Houston TX Hot Chicken, VP of Operations (2021 - Present)**
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MARIO DREZO

- Berkshire Hathaway (Las Vegas) - Content Director & Digital Marketing Manager (2015-2016)
 - Shot Creators LLC - Owner/President (2015-2018)
 - Royalty Exotic Cars - Director of Marketing & Media (2017-2023)
 - **Houston TX Hot Chicken - VP of Marketing (2023-Present)**
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CHRIS PATTERSON

- CiCi's Pizza - Operating Partner, K&K Pizza (2000 - 2007)
- CiCi's Pizza - Corporate Training and Operations (2007 - 2010)
- CiC's Pizza - Director of Training and People Development (2010 - 2014)
- Dickey's Barbecue - Vice President of Training & Development (2014 - 2016)
- Slim Chickens - Vice President of Training Development & Communications (2016 - 2025)
- **Houston TX Hot Chicken - Vice President of Training & Development (2025 - Present)**

FOUNDER

EDMOND BARSEGHIAN

- Sebo Towing Inc. & Edmonds Towing Inc. President/Owner (2008-2016)
- EMCCO Corp. President/Owner (2017 - Present)
- HHC Worldwide, Inc. - CEO (2020 - 2024)
- HHC Worldwide, Inc. - CSO (2024 - Present)



Edmond is a serial entrepreneur who has had a key role in 13 different startups, all which have succeeded to great lengths because of Edmond's passion for customer service. In addition, Edmond is a professional race car driver & social media personality with a following exceeding 750k+ people. After graduating with a BBA in entrepreneurship he began his career in 2009 alongside his Father who owned a tow yard with only five trucks. Within the first year he obtained contracts with AAA Auto Club, California Highway Patrol, and Metro Freeway Service Patrol. By 2014 he had expanded his family operation to 52 trucks, five tow yards, two NAPA AutoCare centers, a tire shop, and a Hertz rental cars outlet operating throughout the greater Los Angeles area.

Edmond was able to scale so quickly within the automotive industry because of his high ranking with the Auto Club. Three of his five towing stations were ranked in the top five. He was ranked first, second, and fifth out of all 346 AAA Southern California towing stations.

In 2016 he sold his business and purchased an underperforming oil field in Oklahoma. Using his entrepreneurial skills he was able to make improvements within this new business venture which resulted in it producing more oil and ultimately becoming more valuable. He sold his first oil field within only a few months of buying it and took his proceeds to purchase and sell several more fields using the same strategy. With his profits he started a Real Estate Development company in Southwest Florida where he builds low income communities consisting of 40-60 houses at a time.

Edmond fell in love with Hot Chicken the first time he tried it 5 years ago in Nashville. A few years later to his excitement hot chicken restaurants started popping up in LA. To say he was hooked would be an understatement as he would indulge in this food almost 5 times a week but he was not the only one. The craze had hit LA and Edmond was constantly seeing lines around the corner and 1 hour wait times at every hot chicken concept. A light bulb went off in his head and he decided that this would be his new business venture and that he would be more successful than anyone who had ever done it. Edmond decided to bring to bring the wave of hot chicken from LA and into an untapped metropolitan market - Las Vegas. He moved to Las Vegas and put his sole focus on this new venture. The rest is hot chicken history.

THANK YOU



HOUSTON TX
HOT CHICKEN