



Pedros®
FLAME GRILLED CHICKEN

COMPANY Profile

MARCH 2025



SAYING *Olá!* TO A SERIOUSLY HOT BIRD!

We're South Africa's fastest growing, most exciting Flame Grilled Chicken Franchise. In 6 years, we've grown our flock to over 175 stores... and we're just getting started!

While we hold our ethics at the core of all we do, our business ethos is not scared to challenge the conventions of the QSR space. In fact, we believe that good food doesn't have to come with a hefty price tag, and that quality should always remain accessible to all. And that's what sets us apart!

Our aim is not only to disrupt the QSR market with our unique flavour, excellent product and unbeatable value for money, but to be one of the leading flame-grilled chicken brands in the country! We're here to ruffle some feathers...

Behind our success, we're growing a team of talented '*Don Pedros*' driven by a desire to be exceptional in everything they do. We also have a dedicated, in-house marketing team committed to designing innovative strategies that build communities, drive brand awareness and maximise sales.

Our Mission: to motivate, support and grow our team, to inspire our Franchise Partners and to produce excellent returns for all stakeholders. And as we spread our wings across the country and beyond, every meal is a celebration of flavour, community, and the joy of good food done right!







OUR SECRET INGREDIENT? **OUR** People!

From the skilled hands that craft each delicious meal, to the friendly faces that serve it with pride, to our incredible leadership team firing the flame behind our brand... Pedros is powered by passionate people united in their love for great food and genuine hospitality.

Although our vision, inspiration and strategy are global, we are a truly South African company, born and managed locally. We believe that 'local is lekker!' and source all our products from SA partners and producers.

So, we strive to create a culture that is vibrant and positive, and to encourage and invest in our 'Don Pedros' – these are passionate, hard-working people who care deeply about the brand and help keep us at the top of the pecking order!

With every passing day, we're driven by a singular vision: to connect and inspire chicken lovers across the globe, one succulent bite at a time.



OUR *Core* VALUES





PURPOSE *Statement*



Hatching opportunities for communities, ignited by a passion for quality, value and excellence!

Vision

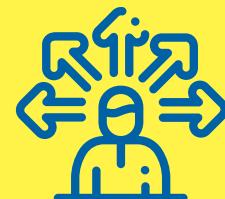


To be one of the leading Flame Grilled Chicken brands in Africa!

Mission



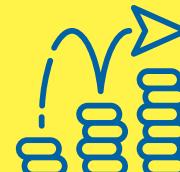
Providing our consumers with a great product, a positive environment, and value for money.



To motivate, support and grow our team



To inspire our Franchise Partners



To produce great return for all stakeholders



OUR Growth



West Street

Malvern Park

Ladysmith

Kwamashu

Mapumulo Centre

Queensmead



Hammarsdale

The Pavilion
Shopping Centre

Phoenix Plaza

Stanger Market Plaza

Jozini Mall

Umzimkulu



Pine Street

Glenwood DT

South Beach

Midlands Mall (PMB)

Chatsworth Bayview

Umhlanga

Sasol O'flaherty

Stanger DT

Smith Street

Empangeni



Pinesprings

Inanda Mall

Overport

Isipingo

Kokstad

Newcastle

Chatsworth

Brookside (PMB)

Eshowe

Montclair



Umlazi

Woodburn (PMB)

Newlands

Richards Bay

Pinecrest

Raisethorpe (PMB)

Church Street (PMB)

Florida Road

Midlands F Court

Durban North



Mandini

Estcourt

Edendale

Durban Station

Hillcrest

Verulam

Port Shepstone CBD

Pinetown MC Centre

Jamaica Junction

Vryheid



Tongaat

Midway Crossing

Warwick

Esikhaleni Plaza

Shelly Beach

Woodview DT

Madadeni

Galleria Mall

Ponogla

Kwamnyandu Mall



OUR Growth

GAUTENG



Cosmo City



Daveyton



Blaauw Village



Centurion Mall



Tembisa Plaza



Bloed Street



Paul Kruger Street



Randfontein



Cresta



Bonaero Park DT



Dobsonville



Voortrekker



Boksburg



Golden Walk



Hillbrow



Northmead DT



Mamelodi Square



Emmarentia



Pretorius Street



Chris Hani Crossing



Lenasia



Protea Gardens



Mams Mall



Braamfontein



Pan Africa



Ormonde



Woodmead



Kempton Park



Centurion Lifestyle



Laudium



Norwood



Lakefield Junction



Quagga Centre



Bayside Mall



Hammanskraal



Jewel City



Yeoville



Kine Centre



Vandebijlpark



Eyethu Shopping Centre



East Rand Mall



Wonderpark Shopping Centre



Quagga Centre



Jabulani Mall



Maponya Mall



Phumlani Mall



Renbro Shopping Centre



Spings Mall



Ontdekkers DT



Sunnyside



OUR Growth

MPUMALANGA



Eclipse Centre



Highland Mews



Merino Mall



Mall@Emba



Acornhoek Mall

CAPE TOWN



Woodstock



Long Street



Zevenwacht Mall



Belgravia Road



Junxion Mall



Claremont



Cape Town Station



Plumstead



Grassy Park



Atlantis City Mall



Kromboom



Maynard Mall



Promenade Mall



Pelican Park



N1 Value Centre

NORTH WEST



Zeerust



Klerksdorp



Rustenburg



Foro Mall



Moruleng Mall

BOTSWANA



Airport Junction



Fields Mall



Galo Mall



Oasis Mall

EASTERN CAPE



Flagstaff



Bizana



Qwa-Qwa



LIMPOPO



Masingita Mall



Thavani Mall



Venda Plaza



Grobler Street,
Polokwane



Louis Trichardt DT



Maake Plaza



Elim, Hubyeni



SA's Hottest, Most Exciting Chicken Brand!

Talk is cheap. We're here to make a real impact through our product, people and Brand Promise. But it's not just the consumers' appetite we want – it's their eye, heart and loyalty too!

Our brand has been on a journey, combining the rich history of the old with the vibrant contrast design and thinking of the 21st century pantone. Our brand and design are as spicy and unique as our chicken, exuding a vibrant, energetic corporate identity. This is characterised by bold colours, like fiery red and vibrant yellow, reminiscent of the flames that perfectly grill our signature chicken. Visually striking imagery and stylised design elements with sleek, modern font convey our commitment to quality and innovation.

Our branding is as distinctive as our flavourful offerings, ensuring that we're instantly recognisable and setting us apart from our competitors.

Ask to see our **LATEST** Corporate Identity





THE Offering

Our journey began with a simple yet profound belief: that everyone deserves to experience the unparalleled joy of savouring delicious Flame Grilled Chicken without breaking the bank.

We offer a deliciously diverse menu that includes various cuts, mouth-watering flavours and meal options. Customers can also choose between our uniquely delicious basting sauces and Sprinkle Spice – our handcrafted Dry Spice Rub.

Our focus is on quality, freshness and our unique marinades, ensuring a distinct and satisfying taste that sets us apart from the competition.

We employ a highly competitive pricing strategy, offering affordable options that cater to a broad customer base. Our extensive range of Value Meals and Family Meals provides great value for our customers, with enticing promotions that create excitement and drive sales.









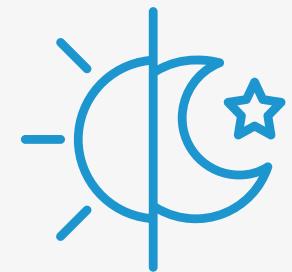
THE Store

Picking the right spot is critical to our success.

Collectively, our team has decades of experience in retail, property and fast food. From store set up to staffing, advertising, marketing, operations, HR and accounts... we do it all, and we do it well. As the saying goes, "Been there, done that, got the T-shirt!". We've developed extensive knowledge of the property market and are experts in choosing the best locations and negotiating the best deals for franchisees. As they say, "Location! Location! Location!".

Pedros is strategically positioned in high-traffic areas, including urban centers, shopping districts, and near residential zones. By leveraging both dine-in and online ordering with delivery services, we aim to maximise accessibility and convenience for our customers.

We use the following criteria to determine where we say **Olá!** next:



Medium to high foot traffic

High vehicle traffic with access to parking

Sites that are en-route to suburbs or along daily commute routes

Corner sites and/or sites within food outlet clusters and/or on main streets

Mix of day and night movement (Office/ Factory and Accommodation)

STORE Design

We don't compromise when bringing the 'chic' to chicken! We've recently hatched our latest family-friendly, contemporary suburban store concept, carefully crafted to represent our spicy flavour and uniqueness, and to immerse customers in a vibrant and welcoming atmosphere.

Upon entering, patrons are greeted by warm, popping primary colours, complimented by bright elements, rustic wooden accents and flame-inspired décor. The layout is designed to enhance flow and functionality, with open kitchen areas where guests can catch a glimpse of the sizzling flames and enjoy the enticing aromas of grilled chicken being prepared.

Comfortable seating arrangements, from cozy booths to communal tables, invite customers to relax and enjoy their meals in a convivial setting. Eye-catching signage and menu displays showcase our mouth-watering offerings and highlight our commitment to quality ingredients and flame-grilling expertise.

Every aspect of the store design contributes to the immersive Pedros experience, ensuring that customers leave with fond memories and a desire to return!



OUR Locations



5 Stores in Botswana

8 Stores in Limpopo

7 Stores in North West

5 Stores in Mpumalanga

50 Stores in GP

1 Store in Free State

76 Stores in KZN

18 Stores in Cape Town

OVER 175 STORES NATIONWIDE



OUR Locations

OVER 175 STORES NATIONWIDE

KwaZulu Natal

Location	Stores
Durban	42
In-land	20
South Coast	4
North Coast	6
Distribution Centre	1
Head Office	1

Cape Town

Location	Stores
Cape Town	15
Distribution Centre	1
Regional Office	1

Mpumalanga

Location	Stores
Mpumalanga	4

Free State

Location	Stores
Free State	1

Botswana

Location	Stores
Gaborone	3
Francistown	1
Distribution Centre	1
Regional Office	1

Gauteng

Location	Stores
Johannesburg	35
Pretoria	9
Distribution Centre	1
Regional Office	1

North West

Location	Stores
North West	4

Eastern Cape

Location	Stores
Eastern Cape	2

Limpopo

Location	Stores
Limpopo	7



STORE CLOSED 0
STORE TERMINATED 1





STORE Setup cost

Standalone Stores: Standalone store sizes range from 160 sqm to 250 sqm. The capital required for a standalone store ranges from +-R2.5 million to +-R3.5 million, excluding VAT

Drive-Thru Stores: Our drive thru store sizes range from 200 sqm to 300 sqm. The capital required for a Drive-Thru store ranges from +-R3.5 million to +-R4.5 million excluding VAT.

The above setup cost is depending on various factors such as condition of the premises, landlord contribution, facilities and fixtures in place, size of the store and electrical supply in place.

Additional Capital Needed:

R125 000,00 Excluding VAT - (Franchise Joining Fees) payable once a Lease Agreement is signed.

R160 000,00 Excluding VAT - (Design, Project management, Training, HR and Legal Fees)

R655 000,00 - Operating costs/Extras (Landlord Deposits and Rental, Training disbursement, Opening stock, small equipment as required).

Royalties:

5% - Monthly Royalties of Net Sales.

2% - Marketing Fee.

How to Join our Franchise System:

Complete Application form and submit Pay R2 875-00 application fee (Non-refundable). Unencumbered funds needed at start of application process: R2 million.

■ It is important for prospective franchise partner to join the franchise system in order to be able to be afforded the opportunity of site allocation.



THE Process

We're thrilled that you're considering joining the Pedros Family!

We know you're excited to own your very own Pedros... so we've outlined the exciting journey to joining our flock or Flame Grilled Chicken Masters.

Joining PROCESS



Application forms



First round interview



Second round interview
if applicable



Management approval

Store OPENING PROCESS



STEP 1

Site
Identification



STEP 2

Final site
interview



STEP 3

Site Approval
and lease
negotiation



STEP 4

Signing
of Lease
Agreement



STEP 5

Paying of
Franchise
Fee



STEP 6

Signing of
Franchise
Agreement



STEP 7

Staff Recruitment
and Training



STEP 8

Paying of
Development
Fee



STEP 9

Landlord
FIT out



STEP 10

Tenant
FIT out



STEP 11

Opening of
Store Accounts



STEP 12

Store
Opening



TRAINING & Support

Training is imperative to our success and necessary to maintain the high level of service provided to our customers. We have our own Training Centre and a dedicated Training Department with highly experienced skills trainers, providing staff with the necessary skills and support they need on an on-going basis, to ensure our people are the best at what they do!

Before joining our flock, the following is mandatory:

Minimum 6-Week compulsory training for all Store Managers.

Minimum 4-Week compulsory training for all Franchise Partners.

Regular training sessions on product, menus, equipment and Customer Service are undertaken to maintain and increase knowledge and competency of all staff.

In addition to this, we invite our providers and corporate partners to conduct training sessions on their particular products and services.

A range of comprehensive training manuals for managers and staff are maintained and carried in each restaurant.

For New Store Openings, we provide Minimum 6 weeks' training at selected training stores and 3 days' onsite training, which covers Opening Day. We also have our Head Office Management Team on site to assist and ensure smooth running of the store for the first few days after opening. Additional OPS and Training support will be ongoing after the store has opened.



FLAME GRILLED WITH Financial Integrity

The company has enjoyed successful profitability and exceptional growth to date, and has a sound financial base with annual turnover growing at a significant rate (yes, even in this economy).

We boast **zero** store bankruptcy closures since inception, thanks for our amazing People and the incredible support we enjoy in our communities.

This solid financial base and consolidated income has enabled the group to move forward with expansion and the rollout of its growth strategy. As a result, we're in a position to fund any future operations or franchise developments through internal resources.

The good news?

Our Pedros Shareholders support the Vision and Mission of the brand to become one of the leading Flame Grilled Chicken brands in Africa!





Pedros

FLAME GRILLED CHICKEN



PEDROS HEAD OFFICE

+27 (0) 31 569 1029

52 Kubu Ave, Riverhorse Valley, Business Estate,
Newlands East, Durban, South Africa, 4037

www.pedroschicken.co.za



FRANCHISING

Interested in becoming a Pedros Franchise Partner?

[CLICK HERE](#)

Got a potential Pedros store location in mind?

[CLICK HERE](#)

franchising@pedroschicken.co.za