



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



QUALITY PRODUCT

Offering people a wholesome, delicious meal that keeps them coming back!



QUALITY EXPERIENCE

Offering people a warm, welcoming atmosphere, friendly smiles and excellent service that leaves a lasting impression.



VALUE FOR MONEY

Offering people excellent products and generous portions at affordable prices.



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



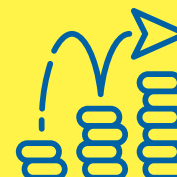
Providing our consumers with a great product, a positive environment, and value for money.



To motivate, support and grow our team



To inspire our Franchise Partners



To produce great return for all stakeholders

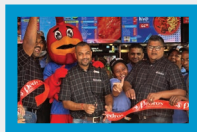


OUR Growth

KwaZulu Natal



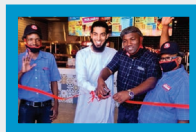
West Street



Malvern Park



Ladysmith



Kwamashu



Mapumulo Centre



Queensmead



Hammarsdale



The Pavillion
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



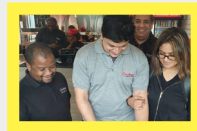
Pinesprings



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



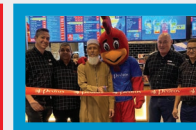
Madadeni



Galleria Mall



Ponogla

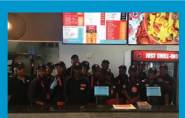


Kwamnyandu Mall



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



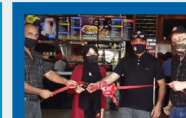
Ormonde



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

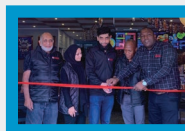


OUR Growth

MPUMALANGA



Eclipse Centre



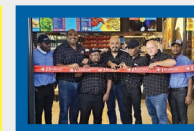
Highland Mews



Merino Mall

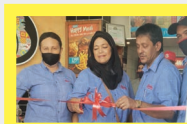


Mall@Emba

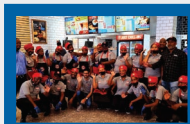


Acornhoek Mall

CAPE TOWN



Woodstock



Long Street



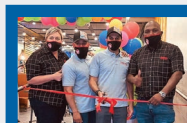
Zevenwacht Mall



Belgravia Road



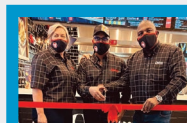
Junxion Mall



Claremont



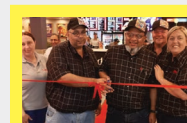
Cape Town Station



Plumstead



Grassy Park



Atlantis City Mall



Kromboom



Maynard Mall



Promenade Mall

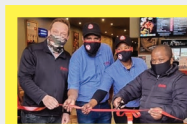


Pelican Park

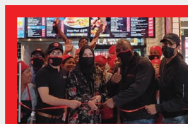


N1 Value Centre

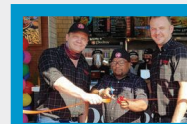
NORTH WEST



Zeerust



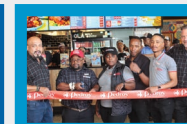
Klerksdorp



Rustenburg



Foro Mall



Moruleng Mall

BOTSWANA



Airport Junction



Fields Mall



Galo Mall



Oasis Mall

EASTERN CAPE



Flagstaff



Bizana

FREE STATE



Qwa-Qwa

LIMPOPO



Masingita Mall



Thavani Mall



Venda Plaza



Grobler Street,
Polokwane



Louis Trichardt DT



Maake Plaza



Elim, Hubyeni



THE Brand

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.

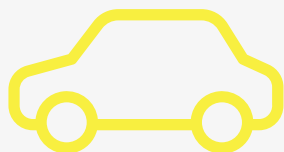
Collectively, our team has decades of experience in retail, property and fast food. From store set up to staffing, advertising, marketing, operations, HR and accounts... we do it all, and we do it well. As the saying goes, "Been there, done that, got the T-shirt!". We've developed extensive knowledge 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 *Ola!* next:



Medium to high
foot traffic



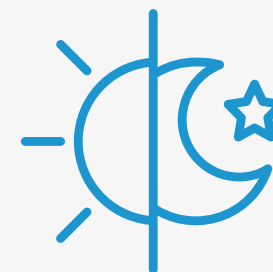
High vehicle
traffic with
access to
parking



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





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

Gauteng

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

Cape Town

Location	Stores
Cape Town	15
Distribution Centre	1
Regional Office	1

North West

Location	Stores
North West	4

Eastern Cape

Location	Stores
Eastern Cape	2

Mpumalanga

Location	Stores
Mpumalanga	4

Free State

Location	Stores
Free State	1

Limpopo

Location	Stores
Limpopo	7

Botswana

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

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 HEAD OFFICE

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FRANCHISING

Interested in becoming a Pedros Franchise Partner?

[CLICK HERE](#)

Got a potential Pedros store location in mind?

[CLICK HERE](#)

franchising@pedroschicken.co.za