



WOW Fantastic Fresh Profit

| MENU ITEM |  |  |  |  |
|----------------------|---|---|---|---|
| | Chicken Fillet Sandwich With Salad, Mayo, Bun & Fries | 3 pieces chicken on bone, plus fries | Chicken Wrapper succulent chicken fillet strips with lettuce, tomato & mayo in flour wrap | Chicken Goujon Meal & Fries |
| SELLING PRICE | £3.49 | £3.49 | £3.49 | £1.99 |
| COST | 1.20 | 1.05 | 1.50 | 1.05 |
| GROSS PROFIT | 2.44 | 2.55 | £1.99 | .94 |
| GROSS MARGIN% | 69% | 69% | 57% | 47% |

Prices correct at time of going to print

* Calculations exclude labour & energy costs

To keep your customers coming back for more!



by **martin**
food equipment

serving foodservice success



Be the JUDGE and see, hear and taste if your business could gain the "WOW factor" with a FREE demonstration of WOW Chicken System at our Food Training Kitchen. For more details Contact:

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Training



Service



Support



www.martinfoodequip.co.uk

Get Fresh **WOW** Factor into
Your Business



Delicious, succulent

Fried Chicken

Real
Southern Fried
Chicken
for
Real Competitive
Advantage



Because Customers
Just LOVE IT!



For years, international chains have made **billions in profit selling southern fried chicken**. The world's best loved brands, with the tastiest chicken are 'pressure frying' as it is also the **most profitable**, as well as the most delicious method of producing great food.

Impossible to replicate, nothing compares to the tender, succulent texture and natural juicy flavours sealed in during pressure frying. Cooked in advance with **minimum skill**, ideal for coping with **busy demand at peak times**, pressure fried chicken is **tastier and healthier** than regular fried food.



WHAT IS WOW ?



WOW Chicken is a NEW, innovative complete system, specifically for progressive food businesses who are looking for a solution to grow their business. Covering everything needed to produce the BEST Southern Fried Chicken menu, comprising:



WOW
Chicken
Snack Box

Finger
Licking
Good



WOW
Chicken Fillet
Sandwich



WOW
Chicken
Pieces



Guilt
FREE



WOW
Chicken
Salad Bowl

LOW
FAT



WOW
Wedges
Homemade,
Fluffy, Tasty



WOW
Chicken
Goujons



WOW BRANDING

Wow Chicken can help you with all your menu and signage needs as well as great packaging.



- **WOW Chicken** is freshly made instore, using the finest **FRESH, chicken**
- Using **HENNY PENNY** pressure frying for consistent, **superb cooking results** every time
- Combined with **20 years of experience**, **equipment, packaging, consumables, menu development, training and support** from **Martin Food Equipment**
- **WOW Chicken** is a fully branded southern fried chicken concept, offering all the **benefits of franchise professionalism** without the fees or royalties

WOW Partnership

Training &
Menu Development



WOW EQUIPMENT

Innovative
Equipment
Package

