

**SKINNY** **BUTCHER**  
**CRAZY**  
**CRISPY**

**CHICK'N**

**PLANT**

**POWERED**

**DARK KITCHEN CONCEPT**



# INTRODUCING SKINNY BUTCHER'S CRAZY CRISPY CHICK'N

## COMBINING TWO GREAT IDEAS INTO ONE

There's a new butcher in town, and they're helping to bring plant protein into the mainstream with a menu full of Chick'n so delicious, so convincing, they have to be eaten to be believed. And now they want to bring the mainstream meat to Main Street, USA, via the dark kitchen concept: Skinny Butcher's Crazy Crispy Chick'n! That's right, two of the hottest trends in food rolled into one auspicious opportunity.

Everywhere you turn, people are swapping animal protein for plant protein—in large part out of concern for the planet. As for dark kitchens, they're lighting up the restaurant industry in unprecedented ways. Taken together, these two trends represent potent potential for profitability!





# DARK KITCHENS: AN OPPORTUNITY TO SWITCH ON ADDITIONAL ROI

## MINIMAL CAPITAL, MAXIMUM RETURN

Most commercial kitchens have excess capacity that could be used to increase productivity. With Skinny Butcher's unique menu of easy-to-prepare, plant-based poultry you can be up and running rapidly with incremental revenue without a significant capital expenditure. That's because the Butcher's signature menu offerings are uniquely suited to generate additional revenue utilizing existing kitchen infrastructure.

Convenience-seeking diners agree that ordering their meals, paying online, and scheduling delivery aligns with their busy lives. And Restaurateurs don't have to compete for foot traffic, making the dark kitchen concept all the more appealing.





# ANY COMMERCIAL KITCHEN CAN BE A SUCCESSFUL DARK KITCHEN

## THREE PATHS TO PROFITABILITY

Skinny Butcher offers several ways to exploit the unused capacity of a modern commercial kitchen:

### ★ DARK KITCHEN

Add the Skinny Butcher concept to a commercially operated restaurant exclusively for 3rd Party Delivery—leverage existing infra-structure with little to no incremental labor costs

### ★ SHARED KITCHEN

Add the Skinny Butcher concept to a portfolio of brands housed in a shared kitchen space—minimal investment for healthy incremental cash flow to offset fixed occupancy costs

### ★ FOOD SERVICE (HOTELS, CATERING, ETC.)

Add the Skinny Butcher concept to diversify Food & Beverage offerings, including room service, banquets





# THE SKINNY BUTCHER'S PLANT-POWERED PROTEINS ARE DIFFERENT

## PROTEINS ARE APPEALING – LITERALLY

Well, more of a pod, really.

- Skinny Butcher meat features a protein formulation made from peas
- Never any soy used in the Skinny Butcher's recipes
- True-to-taste and true-to-texture
- Flavor profile and mouthfeel that remarkably rivals the tastiest chicken

## WHEN IT COMES TO FOOD, THE WORLD IS DYING FOR A SKINNIER FOOTPRINT

**Sustainability reigns supreme.** The Butcher isn't interested in converting meat eaters into vegans or vegetarians. They simply want to make it easy to swap out conventional protein consumption for gourmet-quality, plant-based Chick'n. And his wink means that doing good never tasted so good!





# WHY SKINNY BUTCHER?

## TURNKEY SOLUTION LEVERAGING BRAND EXPERIENCE

Skinny Butcher team has experience in a variety of operating environments, including dark kitchens, cloud kitchens, virtual restaurants, pop-ups, stadiums, outdoor festivals, hotels, and banquets.

- National distribution to major broadliners
- Online training modules & virtual walkthroughs
- Easy-to-follow job aides and zoning guides
- Experienced New Store Opening team available for support
- 3PD Assets
- Marketing Playbook

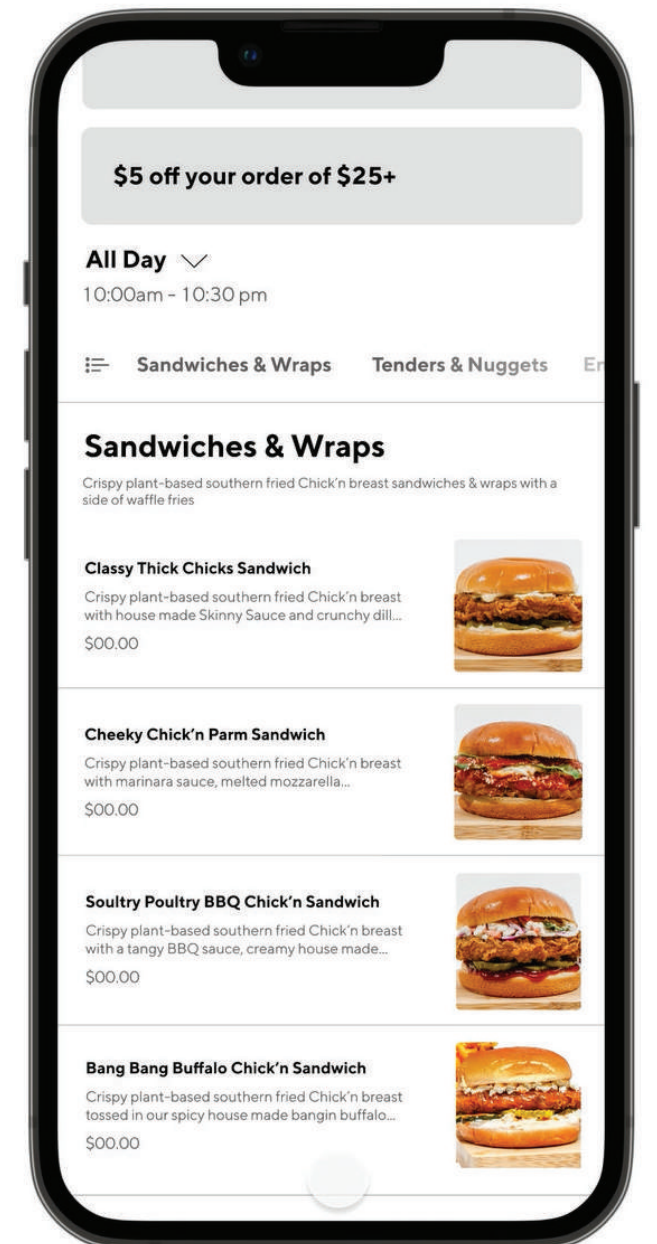
**SIGN RESALE  
AGREEMENT**

**LAUNCH**

LESS THAN **FIVE** WEEKS

## WORKING WITH 3RD PARTY PLATFORMS

- Established relationships with major 3rd Party Delivery platforms, who have experience onboarding Dark Kitchen operators
- Standardized playbooks for 3rd Party Delivery platform activation
- Frequent audits of 3rd Party Delivery platforms to confirm menu information and brand standards
- System-wide in-app promos funded by Skinny Butcher



 **DOORDASH**

**Uber Eats**

**GRUBHUB**

**RITUAL**

**caviar**

**seamless**

**fooda**

**ezcater**



# WHY SKINNY BUTCHER?

## SAMPLE ANNUALIZED PRO FORMA

	Sales approx. \$1K/week <sup>1</sup>	Sales approx. \$2K/week <sup>1</sup>	Sales approx. \$3K/week <sup>1</sup>
Sales	\$52,000	\$104,000	\$156,000
COGS <sup>2</sup> (35%, includes: food + packaging, Skinny Butcher proprietary item markup in lieu of other brand fees, broadliner markup)	\$18,200	\$36,400	\$54,600
Gross Profit	\$33,800	\$67,600	\$101,400
Incremental Labor	\$0	\$0	\$0
Royalty (0%)	\$0	\$0	\$0
3rd Party Delivery Fees (Estimate: 25%)	\$13,000	\$26,000	\$39,000
Net Profit	\$20,800	\$41,600	\$62,400
Typical Initial Investment	\$300	\$300	\$300
Initial Fee	\$495	\$495	\$495
Payback Period	< 2 weeks	< 1 weeks	< 1 week

<sup>1</sup>Assumes minimum operational metrics and recommended hours of operation; <sup>2</sup>Pricing as of November 2021



# WHY SKINNY BUTCHER?

## OMNICHANNEL MARKETING FROM MULTIPLE TOUCHPOINTS

### LAUNCH CAMPAIGNS

Using lookalike audiences of +100,000 people

Curated locations web page

Dynamic Facebook & Instagram Ads

### LOCAL PRESS

Emphasizing local operators

Local Media Alerts

Social Influencers

### DOOR DASH STOREFRONT

First party ordering portal with access to customer data

Operator controlled promotions

Trackable digital marketing efforts

### IN-APP PROMOS

Co-funded by Skinny Butcher

Group negotiating power with 3PDs

Promoted by Skinny Butcher for major marketing initiatives

Prioritized in-app carousel placement





# SKINNY'S SETUP

## EQUIPMENT

- Stainless Steel Table Top Fryer<sup>1</sup> or Floor Fryer w/ Mesh Baskets (recommended or similar substitute)
- Standard Oven (full size or table top)

<sup>1</sup>APPROX. COST: \$1,530\*

## SMALLWARES

- Cutting Board - 24" x 18"
- Chef's Knife - 8"
- Cut Glove
- Stainless Steel Mixing Bowls (various sizes)
- Ladle (various sizes)
- Spoodle (1oz)
- Tongs (various sizes)
- Rubber Spatula (various sizes)
- Metal Sizzle Platter

APPROX. COST: \$170\*

## PAPER & DISPOSABLES

- To-Go Box
- Green Checkered Paper
- Foil Wrap Paper
- Wave Top Plastic Bag
- 5oz Fry Boat
- 2oz + 3.25oz Plastic Ramekin + Lid
- 32oz Plastic Round Bowl + Lid
- 16oz Rectangular Container + Lid (optional)
- Product Stickers (Branded)

APPROX. COST: \$755

1 case per item



\*Actual cost will vary based on factors such as existing equipment & smallwares that can be repurposed for Skinny Butcher use, operator's contract terms with vendors, and shipping & handling fees for custom orders.



# SKINNY'S MARVELOUS MENU OFFERINGS

## SANDWICHES

### ORIGINAL CHICK'N SANDWICH

Crispy plant-based southern fried chick'n breast with house made Skinny Sauce and crunchy dill pickles on a potato bun. Served with sea salt tossed fries.

### BBQ CHICK'N SANDWICH

Crispy plant-based southern fried chick'n breast with a tangy BBQ sauce, creamy house made coleslaw and crunchy dill pickles on a potato bun. Served with sea salt tossed fries.

### BUFFALO CHICK'N SANDWICH

Crispy plant-based southern fried chick'n breast tossed in our spicy house made bangin' buffalo sauce, topped with creamy blue cheese mayo and crunchy dill pickles on a potato bun. Served with sea salt tossed fries.

### CHICK'N PARM SANDWICH

Crispy plant-based southern fried chick'n breast with marinara sauce, melted mozzarella, provolone and parmesan cheese. Topped with oregano and fresh basil on a potato bun. Served with sea salt tossed fries.

## JUMBO TENDERS

### CHICK'N TENDERS (2, 3, 5 PIECES)

Crispy plant-based southern fried chick'n tenders with your choice of sauce and sea salt tossed fries.

## NUGGETS

### CHICK'N NUGGETS (4, 6, 10, 20 PIECES)

Crispy plant-based southern fried chick'n nuggets with your choice of sauce and sea salt tossed fries. 20 piece nugget does not come with fries.

## SALADS

### CRISPY CHICK'N CAESAR SALAD

Fresh chopped romaine lettuce, parmesan cheese, croutons and crispy plant-based southern fried chick'n and served with a creamy caesar dressing.

### CHOPPED CRISPY CHICK'N SALAD (OPTIONAL)

Fresh chopped lettuce, tomato, celery avocado, parmesan cheese and croutons topped with crispy plant-based southern fried Chick'n and served with a creamy italian vinaigrette.

### ASIAN CRISPY CHICK'N SALAD (OPTIONAL)

Fresh chopped lettuce, shredded red and green cabbage, carrots, snow peas, cashew, mandarin oranges, crispy wontons, cilantro, sesame seeds topped with crispy plant-based southern fried Chick'n and served with Asian sesame dressing.

## ENTRÉES (OPTIONAL)

### CHICK'N PARMESAN

Crispy plant-based southern fried Chick'n breast with marinara sauce, melted mozzarella, provolone and parmesan cheese. Topped with oregano and fresh basil. Served on a bed of spaghetti noodles.

### TERIYAKI CHICK'N

Crispy plant-based southern fried Chick'n breast tossed in a sweet and sour teriyaki sauce. Served with steamed broccoli and jasmine white rice, garnished with scallions.

## COMBOS

### ORIGINAL SLIDER + 1 JUMBO TENDER

Our signature sandwich, slider style, paired with a crispy jumbo tender.

### ORIGINAL SLIDER + 2 JUMBO TENDERS

Our signature sandwich, slider style, paired with 2 crispy jumbo tenders.

### 2 ORIGINAL SLIDERS + FRIES

2 of our signature sandwiches, slider style, served with a side of golden brown & delicious fries.





# THANK YOU!

FOR MORE INFORMATION:

**GEOFF ALEXANDER**

**GEOFFA@ECLIPSEPARTNERS.COM**