



POPEYES

LOUISIANA KITCHEN



POPEYES

COMPANY TIMELINE

1972

Founded by
Al Copeland in
New Orleans

1984

International
Expansion
(Canada)

2001
NASDAQ
AFCE

2011
Re-Set Strategic
Road Map

1976

First franchised
unit opens in
Baton Rouge

1996

1,000
Operating
Units

2008

Opened 2,000th
Restaurant

2014

2,379 Operating
Units
(as of fiscal
year end 2014)



"Our rich Louisiana heritage inspires everything we do. But it's our passion for performance that's given us six straight years of growth in domestic same-store sales, profitability, restaurant count and market share. Today, we're hungry for more."

- Cheryl A. Bachelder
Popeyes Chief Executive Officer



WE ARE AN OUTSTANDING QSR BRAND...

- ✿ With authentic culinary roots in the Cajun/Creole regions of Louisiana, providing the recipe inspiration for our food.
- ✿ That has the authenticity to be called Popeyes Louisiana Kitchen... a QSR brand grounded and inspired by true regional cuisine.
- ✿ That has the culinary history giving our brand innovative opportunities beyond any other QSR company.



LOVE!
- THAT -
CHICKEN!



POPEYES & THE 7 NATIONS

Louisiana was settled by people from seven different nations. Each culture brought products and cooking methods unique to its area. They were then meshed with products of other cultures to give us what is currently known as Louisiana Cajun Cooking.

AFRICA

Africans were great grain growers who brought black-eyed peas, yams, and okra.

GERMANY

Germans possessed great skills in the area of sausage making, dairy farming, cheese making and pastry making.

ITALY

The Italians brought the Muffaletta sandwich and founded New Orleans' French Market.



SPAIN

The word Creole was coined by the Spanish, which means the mixtures. The Spanish brought citrus, beans, olives, coffee, chocolate, tomatoes and Jambalaya.

FRANCE

The French brought the brown roux which is the starting point for most Cajun dishes today.

ENGLAND

The English came to the area that is now Louisiana with cows, sheep and knowledge of English country cooking.

NATIVE AMERICANS

The Native Americans made use of wild game and the seafood abundant in the waters of Louisiana, and were the first to cook crawfish and roast oysters.

POPEYES® PILLARS

CREATE A CULTURE OF SERVANT LEADERS	BUILD DISTINCTIVE BRAND	CREATE MEMORABLE EXPERIENCES	GROW RESTAURANT PROFITS	ACCELERATE QUALITY RESTAURANTS
A culture so engaging you can't wait to come to work at Popeyes	Superior affordable food so good you can't wait to eat at Popeyes	A service experience so good you can't wait to come back to Popeyes	Profits so good that you are thrilled to own Popeyes	Returns so good you can't wait to build more Popeyes



POPEYES® PURPOSE & PRINCIPLES

Inspire Servant Leaders To Achieve Superior Results



we are **Passionate** about what we do



we **Listen** carefully & **Learn** continuously



we are **Fact - Based & Planful**



we **Coach & Develop** our people



we are **personally Accountable**



we **value Humility**





“The Popeyes brand is definitely on an upswing. The nationwide advertising is a huge boost and so are the new interiors reflecting the brand’s New Orleans heritage.”

- Amin Dhanani
Popeyes Franchisee



POPEYES®

LOUISIANA KITCHEN

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