

BLACK ROOSTER

FRANCHISE PACK

2025

SCOTLAND'S MOST-LOVED CHICKEN SHOP IS EXPANDING NATIONWIDE.

At Black Rooster, we've built a movement around great food, exceptional service and an unbeatable Peri Peri experience. And now it's your turn to get in on the action. It's an exciting time to be part of the Black Rooster journey and we're looking for likeminded franchise partners to join us as we take the brand to new heights.

17 THRIVING LOCATIONS ACROSS SCOTLAND

UK-WIDE EXPANSION IN 2025 STARTING WITH OUR FIRST LONDON LOCATION

UNMATCHED DEMAND FOR PREMIUM PERI PERI

BE PART OF THE NEXT BIG PERI PERI SUCCESS STORY.





WHY NOW?

THE UK'S DEMAND FOR HIGH-QUALITY CHICKEN IS AT AN ALL-TIME HIGH - AND THE MARKET IS EXPLODING WITH GROWTH

📈 Wingstop recently sold for a huge sum, proving the appetite for high-growth chicken brands.

🏆 Popeyes is planning significant UK expansion, further showing the massive opportunity in this sector.

Peri peri is one of the fastest-growing categories in the fast-casual space, with strong consumer loyalty and repeat business.

LONDON'S CALLING

BLACK ROOSTER: POSITIONED TO BE THE UK'S NEXT BIG CHICKEN BRAND

We're already Scotland's most-loved peri peri brand - and we're now ready to take London by storm with our first store at Chapel Market, Angel.

Our proven model, affordable investment and prime locations give franchisees an unbeatable opportunity to enter this high-growth market.

Early investors will get first-mover advantage in securing key locations before competition intensifies, so join our journey now before it's too late.

BLACK ROOSTER

BORN IN GLASGOW.
LOVED NATIONWIDE.
BUILT FOR GROWTH.

Every great brand starts with a simple idea. For us, it was about doing peri peri differently.

In 2017, two Glasgow lads, fuelled by a love for great food and bold flavours, set out to build something special - a brand that brought high-quality peri peri to the people, without the premium price tag.

FAST FORWARD TO TODAY...

- 17 thriving locations across Scotland
- A fiercely loyal customer base with +80,000 app users
- The Official Restaurant Partner of Rangers FC - one of the UK's biggest football clubs.
- Our first-ever London store launching in Chapel Market, Angel

We're now inviting ambitious franchise partners to be part of our journey.



WILL YOU JOIN US?



OUR CONCEPT:
FAST, FRESH AND BUILT FOR GROWTH

At Black Rooster, we've built a high-performing, fast-casual concept designed for high customer turnover, strong profitability, and multi-channel revenue streams.

Our grilled peri peri chicken is known for its bold, unbeatable flavour, served in a laid-back, modern environment that keeps customers coming back. With a model that thrives across dine-in, takeaway, and delivery, franchisees benefit from a streamlined, scalable system built for long-term success.

OUR WINNING BUSINESS MODEL:

DINE-IN EXPERIENCE
Relaxed, welcoming stores with fast table service (under 15 minutes).

TAKEAWAY/CLICK & COLLECT
Customers can order ahead via website or app for speed & convenience.

DELIVERY-OPTIMISED
Designed for high-volume delivery across major platforms like Just Eat, Uber Eats & Deliveroo, with a menu built for speed, quality, and efficiency.

A MENU BUILT FOR CRAVEABILITY & PROFITABILITY

At Black Rooster, we've crafted a simple yet powerful menu that keeps customers coming back while driving strong franchisee profitability. Built around high-quality, grilled peri peri chicken, our menu delivers bold flavours, high-margin upsells, and a variety of choices that cater to all tastes.

Our fans can't get enough of our juicy burgers, handmade wraps, burritos, and quesadillas - made fresh to order, and packed with flavour. Our chicken & rice bowls and peri fries bring the heat, while our famous house-made sauces take those bold flavours to the next level.

With customisable heat levels from Extra Mild to Hot—plus unique flavours like Hot Lemon & Herb—everyone can find their perfect match.

A SMARTER, MORE PROFITABLE MENU

We've recently fine-tuned and optimised our menu further using data-driven insights to simplify pricing, enhance customer experience, and increase average spend.

- Streamlined pricing structure for faster orders & higher conversions.
- Focused on high-margin sides & add-ons to boost ticket sizes.
- Built-in upsell opportunities that drive revenue without increasing costs.

A smart, scalable menu that delivers for both customers and franchisees



OUR CUSTOMERS

At Black Rooster, we don't just have customers - we have a passionate, engaged community that fuels our growth. Our audience is young, social, and loyal, making Black Rooster a high-frequency dining destination.

70% OF OUR AUDIENCE IS AGED 18-24—THE 'YOUNG, FREE, AND SOCIAL' GENERATION

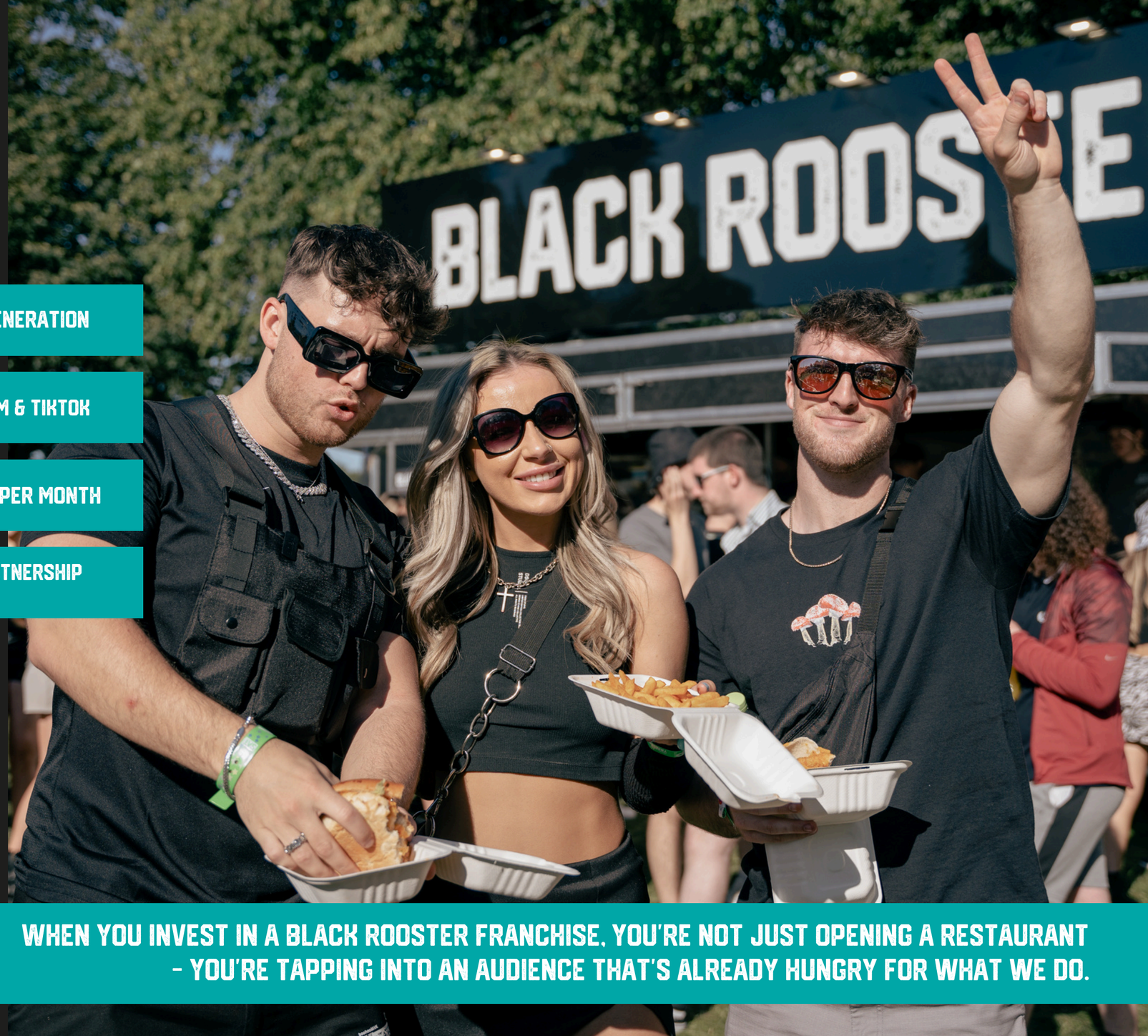
A DIGITALLY DRIVEN CUSTOMER BASE - HIGH ENGAGEMENT ACROSS INSTAGRAM & TIKTOK

HIGH REPEAT CUSTOMER RATE - LOYAL FANS WHO VISIT MULTIPLE TIMES PER MONTH

GROWING BRAND AWARENESS NATIONWIDE, BACKED BY OUR RANGERS FC PARTNERSHIP & DIGITAL MARKETING REACH.

WHY THIS MATTERS FOR FRANCHISEES:

- Young customers = long-term brand loyalty.
- Social-first audience = strong word-of-mouth & digital buzz.
- High repeat visit rates = consistent revenue & growth.



WHEN YOU INVEST IN A BLACK ROOSTER FRANCHISE, YOU'RE NOT JUST OPENING A RESTAURANT - YOU'RE TAPPING INTO AN AUDIENCE THAT'S ALREADY HUNGRY FOR WHAT WE DO.

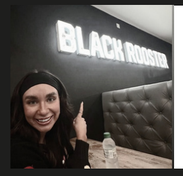
MEET OUR BIGGEST FANS



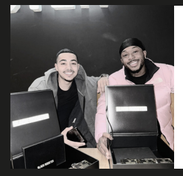
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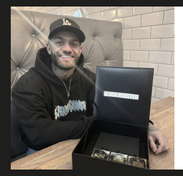
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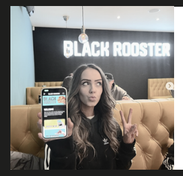
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115,000 FOLLOWERS



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CONTENT CREATOR
16.4M FOLLOWERS



A STANDOUT BRAND & PREMIUM STORE EXPERIENCE

At Black Rooster, we've built more than a restaurant - we've created a recognisable, fast-growing brand that stands out in a competitive market.

- Strong, established brand with national recognition and premium positioning.
- High-impact branding & store design that attracts customers and builds loyalty.
- Turnkey franchise support - from site selection to full store fit-out, ensuring every location is set up for success.

WHAT YOU GET AS A BLACK ROOSTER FRANCHISEE:

- A Recognised & Growing Brand - Proven marketing power and a strong visual identity that drives footfall.
- Premium Store Fit-Out - Modern, high-quality interiors designed for efficiency, experience, and profitability.
- Location Strategy & Setup - Expert guidance in securing a prime site, negotiating leases, and maximizing exposure.
- Consistent Branding Across Every Touchpoint - Signage, menus, uniforms, digital assets, and marketing support that align with our national strategy.

NATIONAL BRAND POWER

A MARKETING MACHINE THAT FUELS YOUR BUSINESS

At Black Rooster, marketing isn't an afterthought - it's in our DNA. We've built a social-first brand with an engaged, loyal fanbase, making Black Rooster one of the most talked-about peri peri brands in the UK.

NATIONAL MARKETING THAT BUILDS BRAND POWER

We don't just market - we create movements.
Our social-first strategy dominates Instagram and TikTok, cementing Black Rooster as a cultural force and a national brand in Scotland. We don't chase trends - we set them. Through high-impact influencer collaborations, viral campaigns, and community-driven content, we've built a brand that doesn't just attract attention - it commands it.

But we don't stop there. Our national campaigns amplify credibility and demand, turning awareness into action. Black Rooster isn't just a name - it's a rising force in the industry. And with our Black Rooster Loyalty Program, customers don't just visit - they become superfans, returning time and time again.

WHAT THIS MEANS FOR YOU?

You're not starting from scratch - you're stepping into a brand that's already in the spotlight. We generate the national buzz, and your store reaps the rewards from day one. This isn't just marketing - it's a customer acquisition machine, and you'll have it at your fingertips.

THIS ISN'T JUST A FRANCHISE. IT'S A MOVEMENT. AND NOW, YOU HAVE THE CHANCE TO LEAD IT.

LOCAL STORE MARKETING

DRIVING FOOTFALL TO YOUR FRANCHISE

While our national marketing builds brand awareness, our local store strategy ensures your franchise is a success from day one.

HYPER-LOCAL MARKETING THAT DRIVES CUSTOMERS TO YOUR DOOR

- Geo-targeted social media ads put your store in front of customers in your area
- Google My Business & SEO support make sure you're the first option when people search for peri peri.
- Bespoke launch strategies & in-store promotions create hype before doors even open.
- Email & push notifications keep customers engaged and drive repeat visits.

WHAT THIS MEANS FOR FRANCHISEES:

We drive awareness on a national level, AND ensure your local customers find you fast.

From launch to long-term success, we handle the heavy lifting so you can focus on growth.



**YOU'RE NOT JUST OPENING A RESTAURANT—
YOU'RE STEPPING INTO A BUSINESS WITH BUILT-IN DEMAND.**

HOW DO YOU MAKE IT YOURS?

THE OPPORTUNITY IS CLEAR.
THE MODEL IS PROVEN.
THE SUPPORT IS UNMATCHED.

You know the power of Black Rooster. You've seen the demand, the brand momentum, and the opportunity ahead.

Now, let's break it down and show you exactly how to own your own Black Rooster franchise.



THE FRANCHISE PACKAGE

YOUR INVESTMENT: A PROVEN, SCALABLE MODEL

- Total Investment: £150,000 + VAT
- Franchise License Fee: £15,000
- Store Setup Costs: £120,000 + VAT (inc full store fit-out & equipment)
- **Ongoing Fees: 5% royalty + 2% marketing fee**



A POWERFUL BRAND. A PROVEN MODEL. A HIGH-GROWTH OPPORTUNITY.



WHAT YOU GET:

- 10-year renewable franchise license
- Full training & operational support
- Prime location assistance & lease negotiation
- **National & local marketing support**

SETTING YOU UP FOR SUCCESS

Success doesn't happen by chance - it happens by design.

At Black Rooster, we don't just give you a brand to operate; we give you a blueprint for success, backed by expert training, hands-on support, and a proven system that takes the guesswork out of running your business.

From day one, our team is with you - training you, guiding you, and setting you up to win.

From operations to marketing to customer growth, we give you the tools, training, and confidence to run a thriving Black Rooster franchise.

- Expert Training: Everything you need - from operations to marketing.
- Launch & Growth Strategy: Full marketing & business support from day one.
- Staff Training: In-store support to ensure smooth operations.
- **Ongoing Guidance: Our team helps you scale and grow.**



BECAUSE WHEN YOU WIN, WE WIN.



EARNING POTENTIAL

A Black Rooster franchise isn't just a business - it's a high-growth opportunity in one of the UK's fastest-growing food categories.

Success isn't left to chance; it's built on a proven model, a powerful brand, and a demand-driven market that keeps customers coming back.

With prime locations, streamlined operations, and relentless customer demand, franchisees have the potential to generate strong revenue and long-term profitability.

Your earnings will depend on key factors like location, store size, and how effectively you run your business - but with our support, you'll have everything in place to maximise success.

INVEST IN THE RIGHT BRAND, IN THE RIGHT MARKET, WITH THE RIGHT SUPPORT



THE RIGHT FRANCHISE PARTNER

DO YOU HAVE WHAT IT TAKES?

We're looking for leaders, entrepreneurs, and passionate individuals who want to build something special.

This isn't a passive investment; it's an opportunity to be at the helm of a fast-growing brand, leading a team, and creating a business that thrives in your community.

Success here comes from being hands-on, driven, and fully invested in the journey. If you have a passion for hospitality, a business mindset, and the hunger to grow, you'll have everything you need to turn your Black Rooster franchise into a powerhouse.

IF YOU'RE READY TO STEP UP, TAKE OWNERSHIP, AND BE PART OF SOMETHING BIGGER – LET'S TALK.

THIS IS YOUR MOMENT.
LET'S MAKE IT HAPPEN.

Black Rooster is expanding fast.
The demand is real.
The opportunity is now.

NEXT STEPS:

- Email us: franchising@blackroosterperiperi.com
- Book a discovery call: Let’s discuss your vision & available locations.
- Secure your franchise territory before it’s gone.

DON'T WAIT...
PRIME LOCATIONS ARE GOING FAST. GET IN TOUCH TODAY!

