



# THE KICKIN' CHICKEN

*Since 1997*

## HISTORY

Chip Roberts and Bobby Perry had just graduated college and didn't want to go in to the 'real world.' So The Kickin' Chicken began in 1997 with a simple concept—serve real fresh food to real people; no cubicles, no project deadlines, just some fryers and some fresh chicken. Fast forward to the present with the accompaniment of David Miller and the development of five locations and a food truck, The Kickin' Chicken has grown to become a leader in the full service, casual dining realm of the Charleston restaurant scene.

## MISSION

Since its beginning The Kickin' Chicken has been a grassroots brand. The very first order was a delivery order to a College of Charleston coed, a friend of Chip and Bobby. The business grew by word of mouth and the owners realized they to, also had to 'spread the love.' Their mission: Commitment, Customer and Community.

## CONCEPT

Just like their beginning, the recipes are also grassroots - pulled from family members and friends. Specialty sandwiches, fried chicken tenders, nuggets, wings, Bobby fries, salads and more. You can grab a local craft beer at the bar or enjoy your quality meal in the company of your own home by getting take out or delivery.



# THE KICKIN' CHICKEN

## Fun Facts

- FOUNDED:** 1997
- HEADQUARTERS:** 24 Broadway Street  
Mt. Pleasant, SC 29464
- WEBSITE:** [kickinchicken.com](http://kickinchicken.com)
- ABOUT US:** The Kickin' Chicken is a full service casual dining restaurant and bar concept serving specialty sandwiches, wings, tenders, nuggets, burgers, salads and flatbreads. The full menu is also available for take out and delivery
- FIRST RESTAURANT:** 915 Morrison Drive and then relocated to King Street.
- TOTAL RESTAURANTS:** **5 Locations**
- Mount Pleasant**  
349 W Coleman Blvd
- Downtown**  
45 Romney St Suite 300
- West Ashley**  
1179 Sam Rittenberg Blvd
- Summerville**  
800 North Main Street
- Dorchester Road**  
9800 Dorchester Road
- LEADERSHIP:**
- Bobby Perry  
*Co-Owner and Co-Founder*
- Chip Roberts  
*Co-Owner and Co-Founder*
- Jamie Heron  
*Partner*
- Mike Muthard  
*Partner*
- TEAM MEMBERS:** 250 and growing





### **THE KICKIN' CHICKEN**

Fried or grilled chicken, bacon and provolone cheese with a side of our special sauce.



### **KICKIN' NUGGETS**

Our fresh cut, hand breaded, all white meat nuggets are served with french fries and your choice of honey mustard or ranch.



### **CHICKEN TENDERS**

Our fresh, marinated chicken tenders are hand breaded in our special blend of spices. Served with french fries and honey mustard.



### **BOBBY FRIES**

Hot fries topped with ranch dressing, bacon and mixed cheeses.



### **WINGS**

With over 18 flavors to choose from, these crispy fried wings are perfect for gameday.



### **THE BUFFALO CHICKEN WRAP**

Fried or grilled buffalo chicken, lettuce and tomato in a jalapeño cheddar wrap with a side of ranch.

# The **KICKIN'** **CHICKEN** 1997

## ALTERNATIVE LOGOS

These are iterations of our logo, made for various uses.

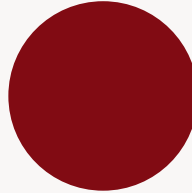


*Kickin' Chicken*



## COLOR PALETTE

These colors keep our materials on-brand.



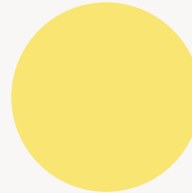
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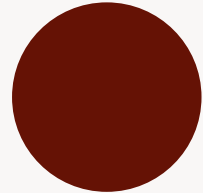
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#F6820



#FEE56A



#662410

## FONT GUIDE

**Verlag Black**

**Knockout 50 Welterweigh**

*Bello Script*

*Chepina Script*

**Gotham Bold**

Proxima Nova Regular

Sentinel Book

## EXAMPLES:

*Signature Item*  
**KICKIN' NUGGETS**

*Kickin'*  
**CULTURE**

*Check Out Our*  
September Features

