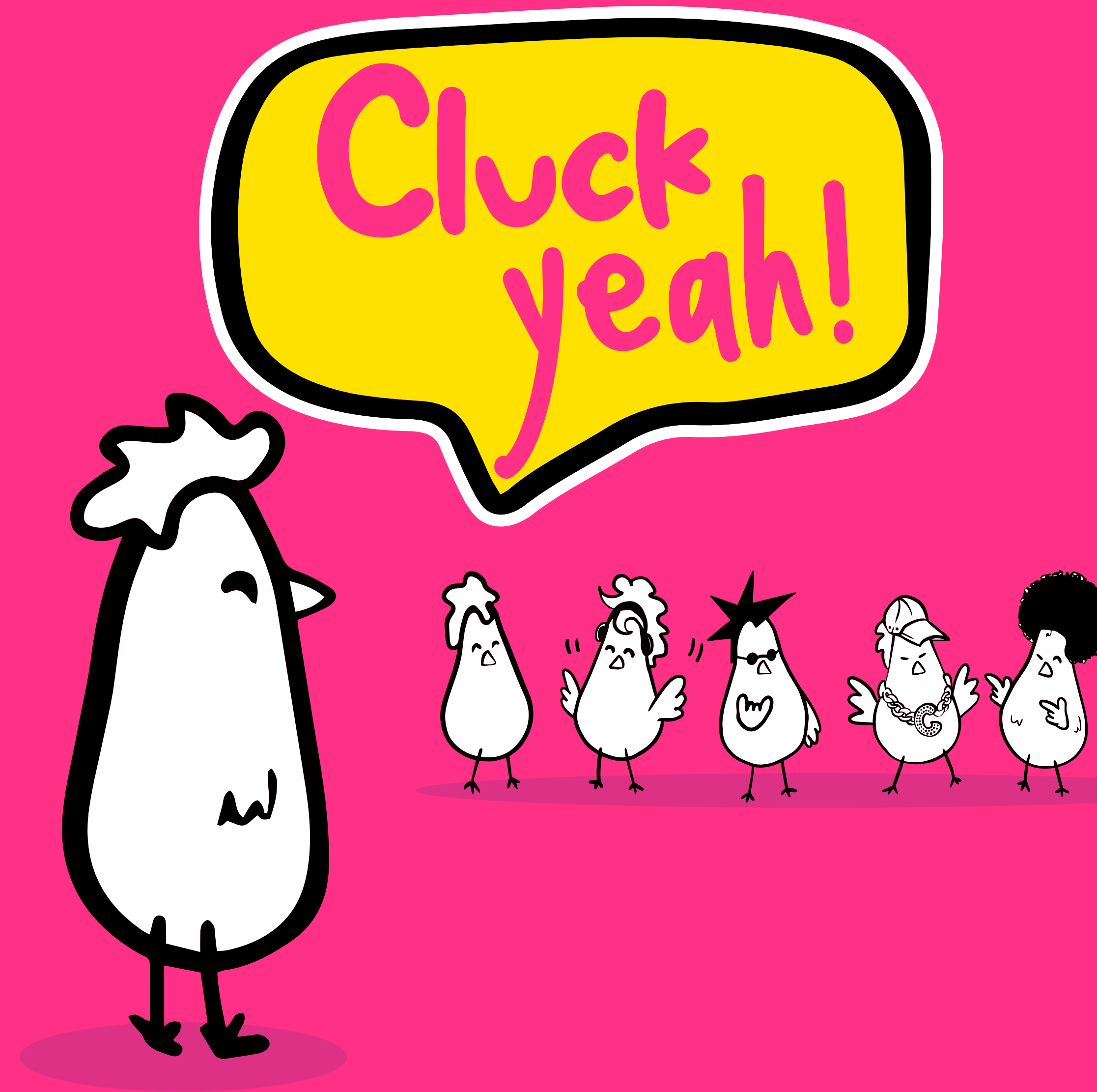


Welcome to CLUCK,
the disruptors of
fast-casual dining.

Get ready to ruffle feathers with our rotisserie chicken experience, armed with French rotisserie ovens and legendary homemade sauces like the five-generation-old "Sting & Zing" chilli.



CLUCK at a glance



TARGET AUDIENCE

CLUCK caters to individuals and families of all backgrounds and ages, with a primary focus on local communities.



VALUE PROPOSITION

Our competitive pricing aligns with major existing chains such as Nando's, KFC, Chicken Licken and Pedros Chicken. However, we position ourselves closer to the premium end, comparable to Nando's – striking the balance between quality and accessibility



Signature offerings

Cluck

Our menu features a thoughtfully curated selection, from whole rotisserie chickens to pulled chicken sandwiches. Our sauces, including the legendary Sting & Zing and Lick'n Lemon Mayo, add distinctive flavours, while sides such as our Crinkle Cut Taters and Chakalaka-ding-dong, elevate the dining experience

DIVERSE DINING EXPERIENCES

Our quick-service model, exclusive to the Baby Roosts, is tailored for those on the move, ensuring you get the satisfaction of our signature rotisserie chicken without the wait. In our brick-and-mortar establishments, we adopt a casual dining concept, offering a 70% sit-down experience and a 30% emphasis on takeout and delivery.

QUALITY ASSURANCE

Our top-of-the-line rotisserie ovens, sourced from France, ensure a precise roast for every chicken. This careful process, paired with our signature Cluck marinade, guarantees a consistently delicious outcome.

SUSTAINABILITY INITIATIVES

We source our chicken from local, sustainable farms — fostering responsible sourcing and community support. Committed to a greener future, we also employ eco-friendly packaging solutions.



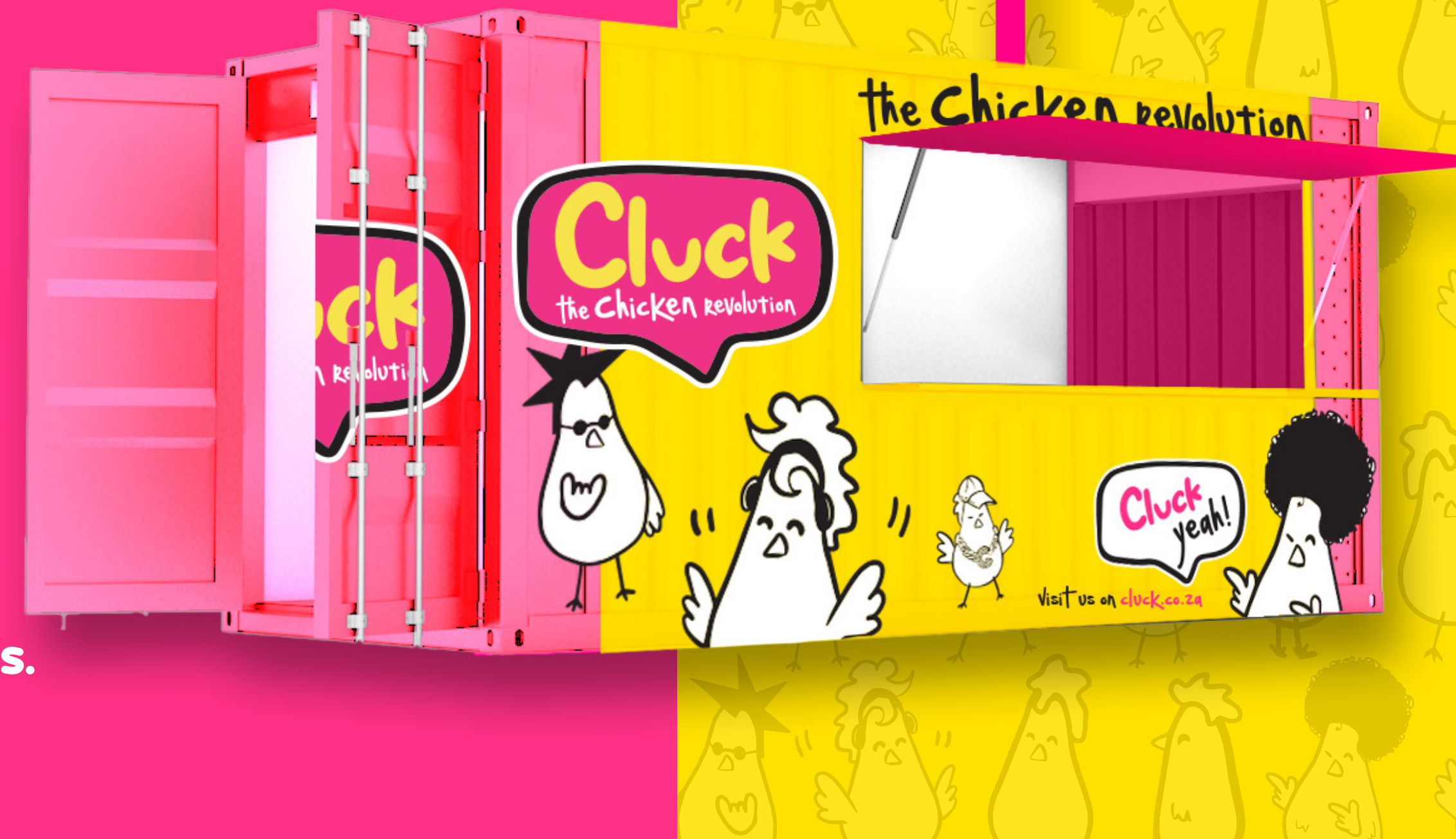
From mobile roosts to permanent perches

We've flipped the script on traditional dining models. No brick-and-mortar constraints, no playing it safe. Our 20-foot mobile and modular setups, known as "Baby Roosts", allow us to infiltrate new territories and test the waters.

As CLUCK becomes a South African dining staple, our plan is to transition from mobile units to permanent brick-and-mortar restaurants. Grand Roosts. These locations will feature the same delicious rotisserie chicken, an extended menu, and a fun and welcoming atmosphere for all.

EXPANSION STRATEGY

As we launch CLUCK in Hammanskraal — a vibrant community in northern Gauteng — our growth strategy is twofold. First, we plan to expand within this community, strategically placing Baby Roosts in key areas. Beyond Hammanskraal, our vision extends to new towns and cities across South Africa, leveraging our versatile mobile units. Looking further, we aim to bring the unique CLUCK experience to Southern Africa — drawing on our founders' extensive international hospitality experience for seamless cross-border operations and potential franchising opportunities.



Our story

Introducing CLUCK, the rotisserie chicken hype that's about to ruffle feathers. With a resounding "CLUCK YEAH!", we invite you to join us in breaking all the rules of ordinary fast-casual feasting.

In a world saturated with uninspiring options, CLUCK has emerged as a revolution in taste, passion and cluckin' good fun. Our founders, daring culinary disruptors, envisioned an experience that breaks all the rules.

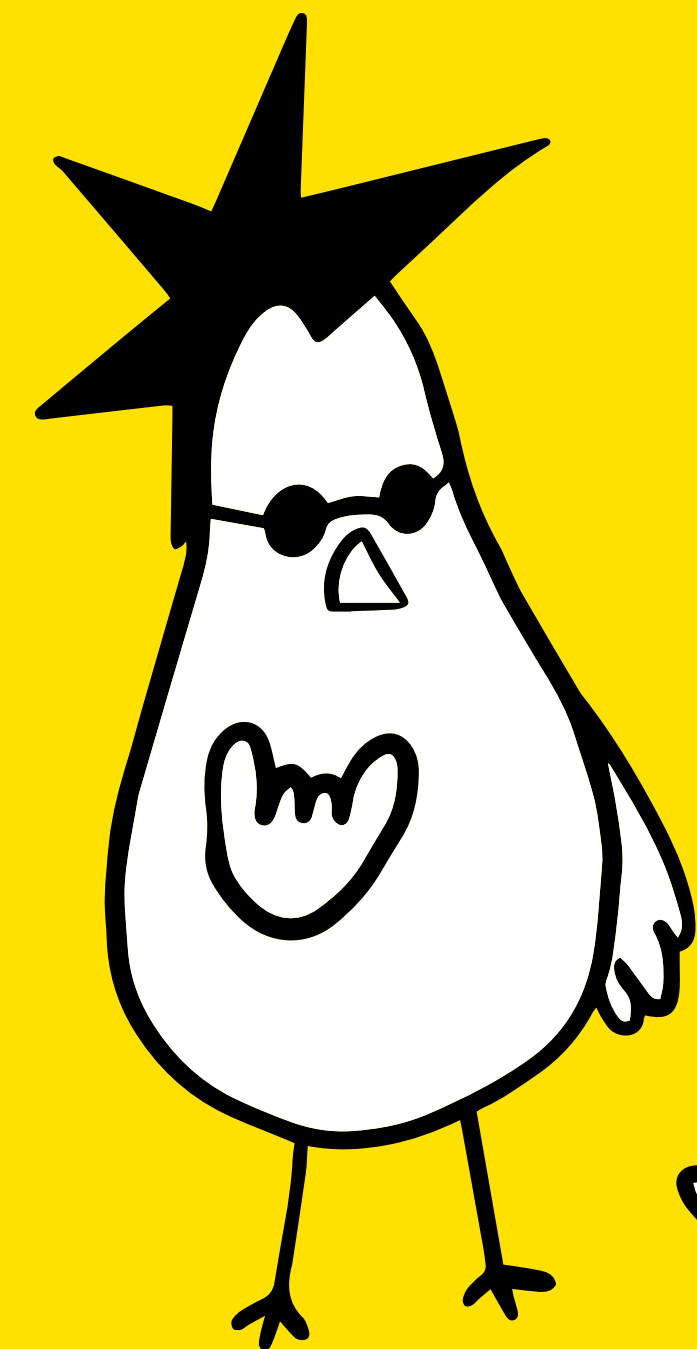
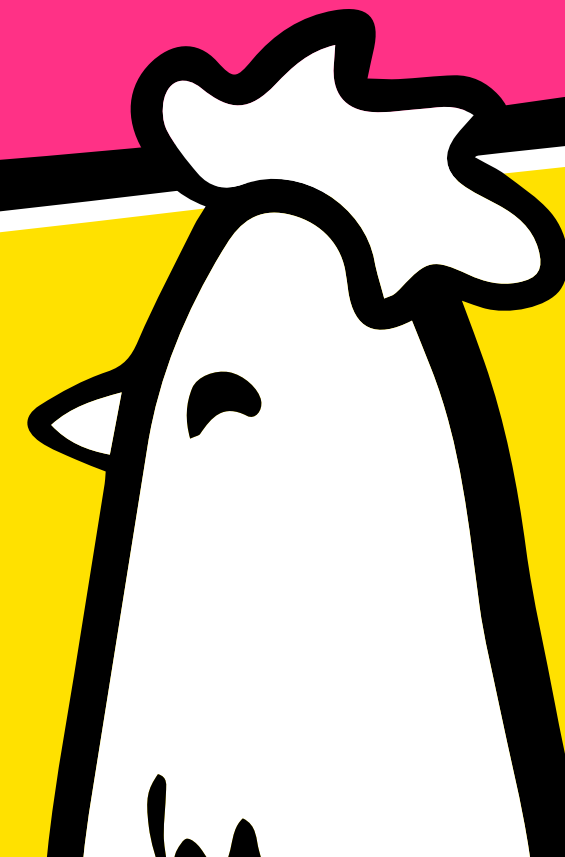
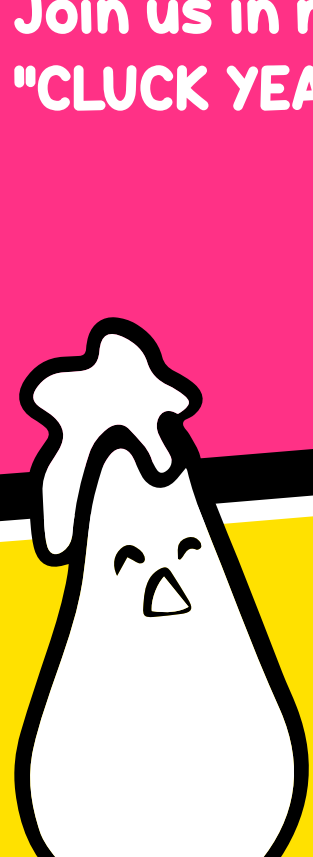
Every turn of the rotisserie is a part of the chicken revolution. At the core is the "Baby Roost," an eco-friendly, upcycled shipping container crafted by local artisans. This movable feast on wheels brings good times directly to you, featuring the finest French rotisserie ovens.

Our legendary homemade sauces, including the "Sting & Zing" chilli sauce passed down through five generations, are the fiery kick fueling the CLUCK revolution.

Join us in revolutionising fast dining with the quality that sets CLUCK apart. "CLUCK YEAH!" to the chicken revolution!

Cluck

The Chicken Revolution



offerings

Whether customers are gunning for the whole rotisserie vibe or a personal portion, our menu has the variety to leave a lasting impression. Healthier, juicier and downright tasty.

FLAVOUR TAKES FLIGHT

Picture this: slow-cooked chicken prepared with care that's irresistibly juicy and bursting with flavour. Adding an extra kick to our lineup is our legendary homemade chilli sauce, aptly named "Sting & Zing". This condiment is no ordinary sauce — it's a treasured family recipe handed down through five generations. The ideal accompaniment to our already extraordinary rotisserie chicken, making the CLUCK experience truly unforgettable.

REVOLUTIONARY TWISTS ON THE SIMPLE

Our menu is finely tuned, offering a straightforward yet appealing selection. Rotisserie chickens take centre stage alongside whole, half and quarter chicken meals, ensuring there's a perfect option for every appetite. If sinking your teeth into a sandwich is on the agenda, then you'll find something to hit the spot with our succulent Cluck Sandwich or the delicious Cluck Cota.

But that's just the beginning. From the sizzling punch of 'Sting & Zing' to the classic smokiness of Badboy BBQ' and zesty freshness of Lick'n Lemon Mayo, our sauces ensure every bite is a journey in itself. And let's not forget the companions! Explore tempting sides like our Crinkle Cut Taters, Crisp and Cream Coleslaw and Tangy Tomato Salsa.



menu offering

Cluck

The main event

WHOLE CLUCK

Full Rotisserie Chicken, Signature Marinade + 2 Sauces

HALF CLUCK

1/2 Rotisserie Chicken, Signature Marinade + 1 Sauce

QUARTER CLUCK

1/4 Rotisserie Chicken, Signature Marinade + 1 Sauce

CLUCK SANDWICH

Pulled Rotisserie Chicken between artisan bread, Coleslaw, Salsa & Choice of Sauce

CLUCK COTA

Pulled Rotisserie Chicken in a 1/4 loaf, Chakalaka, Crinkle CutTaters, Choice of Sauce

**** Make it a meal, with options of 1, 2, 3 or 4 sides of your choice****

SIDES

CRINKLE CUT TATERS

Deep Fried Wavy Chips

CRISP & CREAM COLESLAW

Crisp Vegetables In a Creamy Coating

TANGY TOMATO SALSA

Juicy Tomatoes, Onion & Hint of Chili

CHAKALAKA-DING-DONG

the traditional favourite reimagined

LITTLE CLUCKERS (Children)

MINI CLUCK MEAL

Rotisserie Chicken Piece, Crinkle Cut Taters & Choice of Sauce

MINI CLUCK SUB MEAL

Pulled Rotisserie Chicken, Small Roll, Lick'n Lemon Mayo & Crinkle Cut Taters

Sauces & dips

STING & ZING

Our Fiery Chili Sauce, 5 generation old recipe

BBQ BAD BOY

Smokey BBQ with a little kick of heat

CHILLI-NAISE

Creamy & Spicy - The perfect combo

LICK'N LEMON MAYO

Our fresh & tangy mayo

MUST-BEE TASTY

Classic honey & mustard with a twist

DRINKS

Water, 500ml

Juice, 300ml

Iced Tea, 300ml

Sodas, 300ml

quality and preparation

Our commitment to excellence in quality and preparation defines the very essence of our brand. At CLUCK, we take these standards seriously, considering them integral to our core business values. Each perfectly roasted chicken is a testament to our dedication to using the finest ingredients and employing meticulous preparation techniques.

PREP PERFECTION

When it comes to preparing our chicken, we've invested in the best. Our top-notch rotisserie ovens are straight from the culinary heartland — France, the birthplace of rotisserie cooking. These bad boys work their magic by rotating our chicken with precision, ensuring an even and succulent roast. The methodical rotation allows the juices to baste every inch, guaranteeing a flavourful experience with every bite. Simply put, our ovens take the guesswork out of perfection. To elevate the taste further, before the roast begins, our rotisserie chickens take a plunge into our signature marinade.

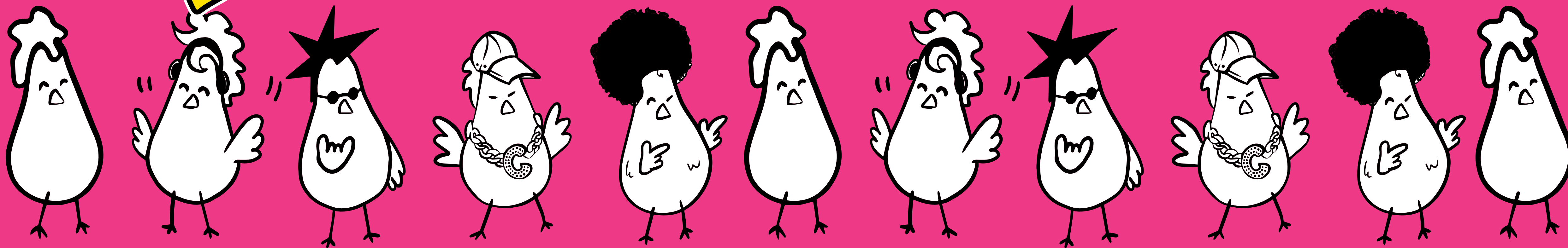
SUSTAINABLY TASTY

We're all about keeping it real and tasty while doing our part for the planet. We take pride in sourcing our chicken from local, sustainable farms — not only ensuring the highest quality, but also promoting responsible sourcing and supporting the communities that nurture our ingredients. In our pursuit of a greener future, we've also implemented eco-friendly packaging solutions aimed at reducing our environmental footprint. So, when you're chowing down on our awesome rotisserie, you're part of a deliciously sustainable revolution.





Cluck yeah!



visit us on cluck.co.za