

Allen's Fried Chicken – FAQ's

Q: How much will it cost to open an Allen's Fried Chicken store?

A: For a basic take-away, the cost of Allen's approved new equipment, including walk-in chiller / freezer, and menu system is currently around £40,000. Shopfitting costs, will depend on the size and condition of your store, and whether it is a basic take-away or has restaurant facilities. Signage and extraction, again will depend on the size of the premises.

Q: How do I secure a particular location or town, for my Allen's Fried Chicken store?

A: An Option to take out a Brand Licence will have to be executed to secure a site for a twelve month period. The Option fee is £5000.

Q: How much will a menu system and POS cost?

A: A seven panel internally illuminated menu system, is included in the equipment price package above. A complete set of menus, including store opening Point of Sale is FREE OF CHARGE.

Q: How much space will I require?

A: For a basic take-away, a minimum ground floor requirement would be 800 Ft².

Q: Will I need both gas and electric supplies?

A: You have the option of using gas or electric equipment, or a combination of both. Loading/supply will depend on the number of pieces of equipment installed. Allen's approved specialist cooking equipment, can be operated on a SINGLE PHASE electricity supply! A gas supply is not essential!

Q: Do Allen's provide me with a shopfitting specification?

A: As a Brand Licensee, Allen's will supply you with a full shopfitting specification.

Q: How do I go about planning the layout of my store?

A: A survey scale drawing on CAD, from a qualified surveyor, will be required. Our approved architects will then prepare a detailed layout of the proposed store.

Q: How much will the design and layout cost?

A: For a basic take-away, ground floor layout on CAD, produced by our approved architect will cost approximately £500.

Q: How long is the "Allen's Brand" Licence for?

A: Brand Licenses are available for a five or ten year period.

Q: Who will supply my store provisions?

A: Allen's authorised products, are supplied through an approved network of distributors, throughout the UK.

Q: What are the opening hours of an Allen's Fried Chicken store?

A: Subject to local Planning laws, Allen's stores operate seven days a week, opening at 11.30 am through to midnight or later.

Q: What pre-opening support is offered by AFC?

A: Upon execution of an "Option to take out a Brand Licence", Allen's will provide an assessment of your site, offer advice in respect of planning and building regulations, store layout and design. Prior to opening, Allen's will provide training of your "Key" staff at one of our existing stores and provide assistance with the initial promotion and opening of your store.

Q: Do Allen's offer an EPOS and accounting system?

A: Allen's will recommend a tried and tested EPOS and accountancy/audit system, if required by the Brand Licensee

Q: What products will I be able to sell as an Allen's Brand Licence holder?

A: Only Allen's authorised products may be offered for sale in an Allen's Fried Chicken store.

Q: What advertising and promotional assistance will be available from Allen's?

A: Allen's operate a promotional campaign on a quarterly basis. Menu backlit panels and POS is available to Brand Licence holders. There is no charge for artwork for these campaigns, only for the production of menus/POS material.