

# World's

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fastest growing  
quick service restaurant

*Chickening*<sup>®</sup>  
it's my choice





Passionately conceptualized in Dubai, United Arab Emirates, Chicking® opened its first outlet in 2000. Since then, the brand has grown immensely, now operating over 430 outlets across 42+ countries worldwide, making Chicking® a beloved name in global fast food.

This impressive growth was achieved by understanding what families prefer. We are also a big favourite amongst individuals who are looking for a tasty alternative to formulaic fast food. Chicking® not only focuses on the sourcing and supply chain of food, but on the entire end-to-end experience; one that includes overall hygiene and safety.

Chicking® is also proud to be one of the first fully Halal international quick service restaurant (QSR) brands. We serve fresh, great tasting food, using only the finest quality herbs and spices, carefully selected from around the world, to deliver exciting flavors in a modern setting.

It is this dedication to quality and world-class best practices that has quickly catapulted Chicking® into the hearts and taste buds of its ever-growing fan base. It seems our loyal and rapidly multiplying patrons appreciate the fact that we offer an exciting and varied menu inspired by taste cultures from around the world: authentic American, mouthwatering Mexican, inspiring Indian, and irresistible Italian.

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## Where customer is king and families are royalty

What is it that makes Chicking® such a popular choice for families across Asia and the Middle East? A wide variety of flavourful tastes inspired by several parts of the world packed in a bright, modern, inviting ambience with friendly, efficient staff is what makes dining at Chicking® the perfect choice for families and friends everywhere. Our innovative creations caters to a much wider audience than those traditionally targeted by most QSRs, but it is the warmth and service that brings families back for more and more.

# ORIGINAL FRIED CHICKEN

Our flagship product that continues to win us fans everywhere. Made from fresh, plump and juicy pieces of chicken marinated in our secret recipe of appetizing herbs and aromatic spices. Gently breaded in white flour with savoury seasonings and fried to a perfect golden brown. For those with spice cravings, we have a spicy version that will keep you coming back for more!





The new Flaming Grilled Chicken has been a runaway success right from day one. Made with the most succulent pieces of chicken, subtly spiced with our secret marinade and finally grilled to perfection. Its indescribable, hard-to-resist flavour makes this new product an instant bestseller.



# MEXITA

Sizzling Grilled Chicken Fajita

There's Mexican, there's Tex Mex and there's our Mexita. Specially prepared for our amigos, our tantalizing blend of authentic herbs and spices marinated onto a succulent chicken fillet that is grilled to perfection. Add to that huge portions of fresh tomatoes, lettuce, jalapenos, cheese and chili mayonnaise, and you will find yourself nodding your head in appreciation saying 'Orale!' in no time.



# GRILLED BURGER

Big by name and big by nature. Delightfully satisfying and perfect for those times when no other burger will do! Delight in a 100% Grilled patty garnished with crisp lettuce and mouthwatering slices of savoury cheese, topped with generous amounts of fresh onion, pickle and tomato, in a deliciously warm sesame seed bun. Yum!



# TANDOORI BURGER

In India, the tandoor oven creates the most flavoursome meat. Our spicy breaded Crunchy Chicken Fillet is delicately sprinkled with specially seasoned tandoori powder for the true taste of India. Fresh iceberg lettuce and mayo sauce all in a delicious sesame seed bun creates a taste like no other. Wah!



# DOUBLE CRUNCHY

It is only fitting that an item that carries such a grand name be truly majestic. Sample our luscious, signature Chicking® sandwich – it comes in regal, original flavor and imperial spicy. Our majestic double portions of crunchy chicken fillet topped with fresh lettuce and crowned with rich mayonnaise in a seeded bun. A royal treat by every standard.



# ROYAL WRAP

Another classic item that does justice to its name and one that will have you speaking in a posh accent after just one bite. Available with Original and Spicy Wrap with two tantalizing Strips, fresh lettuce, diced tomatoes and mayonnaise with hot, toasted tortilla bread.



# MEXICAN GRILL WRAP

Speedy Gonzalez's favourite: chicken breast grilled to absolute perfection and resplendent with crispy fresh lettuce, diced tomatoes and an enticingly rich layer of Chicking® Special Mexican Sauce in a hot, toasted tortilla bread.



# CRUNCHY SUPREME

Try our family favourite. It's big, it's wholesome, and it's a generous, delicious signature Chicking® Big Supreme Sandwich. Our Original or Spicy chicken fillet is complemented by the freshest lettuce, melted cheese and crowned with rich mayonnaise in a long seeded bun. Yes, the taste is supreme!



# TANDOORI BITES

These bites are incredibly delicious and incredibly addictive. Made from soft and juicy boneless chicken pieces that are flawlessly breaded before they are fried to a light, golden crisp. Fresh from the fryer, they are gently tossed in our trademark tandoori powder and served hot. Seconds guaranteed.



# SPAGHETTI ROYALE

Italians are serious about their dishes – and so are we! Relish the taste of freshly cooked strings of delectable spaghetti garnished with a delightfully authentic sweet pasta sauce, topped with grated, melted cheddar cheese. Delizioso!



# SPICY FRIED CHICKEN

Crisp and juicy pieces of chicken marinated with appetizing herbs and aromatic spices for those with spice cravings. Made from fresh, plump and juicy pieces of chicken marinated in our secret and aromatic spices. Gently breaded in white flour with savoury seasonings and fried to a perfect golden brown with spice cravings.



# innovation served hot

Product innovation is one of the primary focus points at Chicking®. Our range of exciting flavours, inspired by taste cultures from around the world, have been refined through constant research and development, into the signature, deliciously secret recipes enjoyed today.

Recognizing that individuals and families have their own unique tastes, the Chicking® menu offers a diverse selection to satisfy every preference. Our offerings include our signature Regular & Spicy Fried Chicken, Flaming Grilled Chicken, and Boneless Chicken Strips, along with Fish Crunchy, Mexita, Crunchy Supreme, Royal Wraps, and Tandoori Bites. We also serve a variety of Pastas and Pizzas to further expand your choices.

Our beverage menu is crafted with creativity and innovation, featuring Frizzr, Chickafe (cold coffee flavors), and refreshing Coolers with boba bubbles. To complete the experience, we offer delicious sides such as Blazing Bites, Chickpop, Cheesy Chicken Fries, and Cheesy Chicken Garlic Bread.

At Chicking® we understand that innovation is not just about staying relevant to local market conditions and growth strategies. We have an excellent support structure in place for all franchisees and partners, ensuring constant collaboration and satisfaction on products, services and value.

The Chicking® concept is designed to be easily adaptable to a variety of retail spaces and can be flawlessly used in most settings such as food courts, dine-in restaurants, kiosks, standalone or drive-thru facilities.

# PIZZA

Drive to be the best Chicking authentic Pizta on it's own. Better Ingredients. Better Pizza. Topped with classic tomato sauce and cheese and baked in an oven.



# passion & commitment our secret ingredients

Chicking® started with a vision of our founder, Mr. A. K. Mansoor, who identified the need for a fully Halal compliant QSR that serves great tasting food in an inviting environment. Back then, the choice available was very limited, and so after thorough market research the Chicking® team passionately created a range of outstanding recipes, which includes our signature tastes and pioneering food concepts.

From the time it was launched, Chicking® was a runaway success. Confident of having created a winning concept, the Al Bayan Group of Companies incorporated Chicking® as a registered international trademark into the group. Since then, Chicking® has boldly innovated by creating an exciting and varied menu that is inspired by taste cultures from around the world, and winning millions of customers along the way.



MICHELLE

SALMAN

JANITA

Chickening  
LIFE IS GOOD

# MEXI CRUNCHY

This is another Mexican delight that is a hot favourite. It consists of our wholesome, fanatically fresh, signature Chicking® supreme sandwich with a delicious crunch. This Original or Spicy chicken fillet with fresh lettuce, melted cheese, savoury pickle and Chicking® Mexican Sauce within a seeded bun is extremely filling. It will have you resting in your sombrero under a shady tree.



# FISH CRUNCHY SUPREME

Fresh, nutritious, delicious and specially prepared the way only we know how. Tender, moist, grilled fish complemented by freshest lettuce, rich layer of special Tartar Sauce covered on both heel and Crown in a long seeded bun.









# taste SUCCESS

In its first decade, Chicking® refined its offerings to create the world-class dining experience it's known for today. Thanks to high demand and a strong growth trajectory, Chicking® is now setting its sights on aggressive global expansion. With an unbeatable product range, solid corporate support, and a robust reputation, Chicking® presents premium opportunities for franchisees and retail partners alike. Whether you're interested in becoming a franchisee or seeking a quality brand to enhance foot traffic, Chicking® offers the expertise, diverse menu, and commitment to success that you need. Our adaptable concept appeals to all demographic segments, with three flexible venue options: stand-alone restaurants, food courts, and drive-thru locations. With Chicking®, you're not just joining a fast-food chain—you're partnering with a brand that's passionate about growth and excellence.

## Global Presence, Local Impact [ UAE TO THE WORLD ]

Chicking® is a truly global brand, passionately serving customers in diverse markets with concepts that resonate across cultures. Since our inception, we've expanded strategically to meet demand across continents:

**North America:** Operating as ChickQueen in Canada and Chicking in the USA, we're primed for further expansion in North American markets.

**Europe:** With locations in the United Kingdom, Ireland, and Netherlands, Chicking® is poised for continued growth throughout Europe.

**Middle East:** Our roots in the UAE have expanded to Oman, Saudi Arabia, Qatar, and Egypt, with Jordan soon to join our network.

**Africa:** Serving customers in Angola, Kenya, Djibouti, Somalia, South Sudan, Ivory Coast, Ethiopia, and South Africa, with new markets in Tanzania, Uganda, Mauritius, and Reunion on the horizon.

**Asia & Oceania:** With a strong presence in India, Bangladesh, Maldives, Malaysia, Indonesia, Tajikistan, and Australia, Chicking® will soon extend to Sri Lanka and Myanmar.

Serving over 40 million customers each year, Chicking® has built an exceptional reputation for quality and customer satisfaction. Our unique, adaptable concept appeals to a wide range of demographics, making us a leading choice in the fast-casual dining industry. With each new market, Chicking® quickly develops a loyal customer base, driven by our commitment to meet local tastes while maintaining global standards.

## Why Chicking®?

With our proven ability to adapt to market demands and our modern approach to fast-casual dining, Chicking® offers franchise buyers an unparalleled opportunity. Whether it's our innovative menu, our efficient operational model, or our deep commitment to quality, Chicking® is positioned for continued global growth and success.

*Family friendly  
all the way*



# CHICKEN STRIPS

One of our bestsellers that is loved by all, and with good reason. Scrumptious, crunchy 4-inch strips of succulent, boneless chicken breast pieces rolled in wholesome white flour with zesty seasonings. Regular or Spicy, they're done just as nicely, and they never fail to please.



# Hot Wings

The new hot grilled wings has made with the most succulent pieces of mid and Buffalo portion, subtly spiced with our secret marinade and grilled to perfection that gives a magical flavour.



*Chicking*  
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**PERI-PERI**

Un coup de foudre, une portion de poulet Péri-Péri grillé au feu avec les trois saveurs-le jus du citron, de l'ail et des herbes. Servi extra chaud ou légèrement chaud et transformé Péri-Péri en une épice très bien voyagé. Bon Appétit ! [Bom Proveito!]

**CHOICE OF SAUCES: LEMON HERB, PORTUGUESE & HOT**

# TACOS

Our newest snack that will pump up your cravings, Chicking Tacos!  
Loaded with your favorite 100% crunchy chicken fillet, double cheese,  
cucumber pickles, relished with mayonnaise and special mexican sauce  
wrapped in toasted tortilla.



# PI(T)ZZA BURGER

It 's a burger...it 's a pizza... it 's BurgerPizza! "It only looks like a burger, but has all the goodness of a pizza inside is loaded with herbs, tomato sauce and mozzarella cheese ingredients that are central to pizzas and is oven baked.



# a side order of excellent support

Established in 1999 in the UAE, Chicking has grown dynamically, in just 24 years, to become a highly diversified corporate entity with wide-ranging interests in the high growth industries of fast food.

A futuristic vision, a team of creative minds, an emphasis on innovation and adherence to proven business strategies have helped the Banquet Foods International FZE transform itself from a Dubai-based enterprise to a multifaceted conglomerate spreading across the Middle East, Asian subcontinent and the Far East. Chicking®, a fully Halal QSR that is seeing exponential growth due to high popularity.

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