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FOR IMMEDIATE RELEASE

Chicken Shack Plans to Hatch New Locations Outside of Michigan as Sobeck's® Detroit's Original Chicken Shack™

Warren, Mich., (March 9, 2021)- Chicken Shack, a 65-year-old Metro Detroit restaurant institution, will be expanding outside of Michigan as Sobeck's® Detroit's Original Chicken Shack™. Currently, the Cleveland market is being targeted as the site for the first Sobeck's® restaurant.

Because of the Sobeck's® launch, Chicken Shack fans will start to see Sobeck's® on cups, shirts, packaging, sauces and other in store materials to strengthen the connection between Chicken Shack and the Sobeck's® family name.

The Sobeck family has invested millions into a state-of-the-art innovation center that will be used to train new and existing franchise operators and their teams. This new headquarters facility is complete with a recording studio where commercials and training videos will be produced as well as a test kitchen where new products will be evaluated and developed.

"We've had fans begging us to open in other states, and after doing our research, we realized that there are a number of other Chicken Shack restaurants all across the country," said Neil Sobeck, Director of Operations for Sobeck Enterprises, Chicken Shack's franchise company. "By using our family name, in conjunction with Detroit's Original Chicken Shack™, we are confident about growing our brand outside of Michigan's mitten."

- 1 of 2 -





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Chicken Shack to Launch Sobeck's®
2 of 2

During the global pandemic, Chicken Shack saw unprecedented growth in 2020 and opened two new locations: one in Bloomfield Township, Michigan and one in Ypsilanti, Michigan.

"We know that our business model of carry out and delivery was exactly what people gravitated towards in 2020," said Sobeck. "Having online ordering, partnerships with Door Dash and having great tasting food was a recipe for success and we want to build on this momentum by bringing our products to more people in new states."

For more information, please visit www.chickenshack.com.

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