

CHICKEN 2035: Anticipating TRENDS, Adapting STRATEGIES

**CHICKEN
MARKETING
SUMMIT**

July 29-31, 2024

Renaissance Birmingham Ross Bridge
Golf Resort & Spa



www.ChickenMarketingSummit.com • [#ChickenMarketingSummit](https://twitter.com/ChickenMarketingSummit)

Hi! Nice to meet you.



Annica Conrad
Chief Brand Officer
City Barbeque

Introducing City Barbeque



- 25-year-old BBQ Concept
- Fast Casual
- 70+ locations
- 10 states
- Scratch kitchen
- Serving “the flavors of America”
- HQ: Columbus, OH

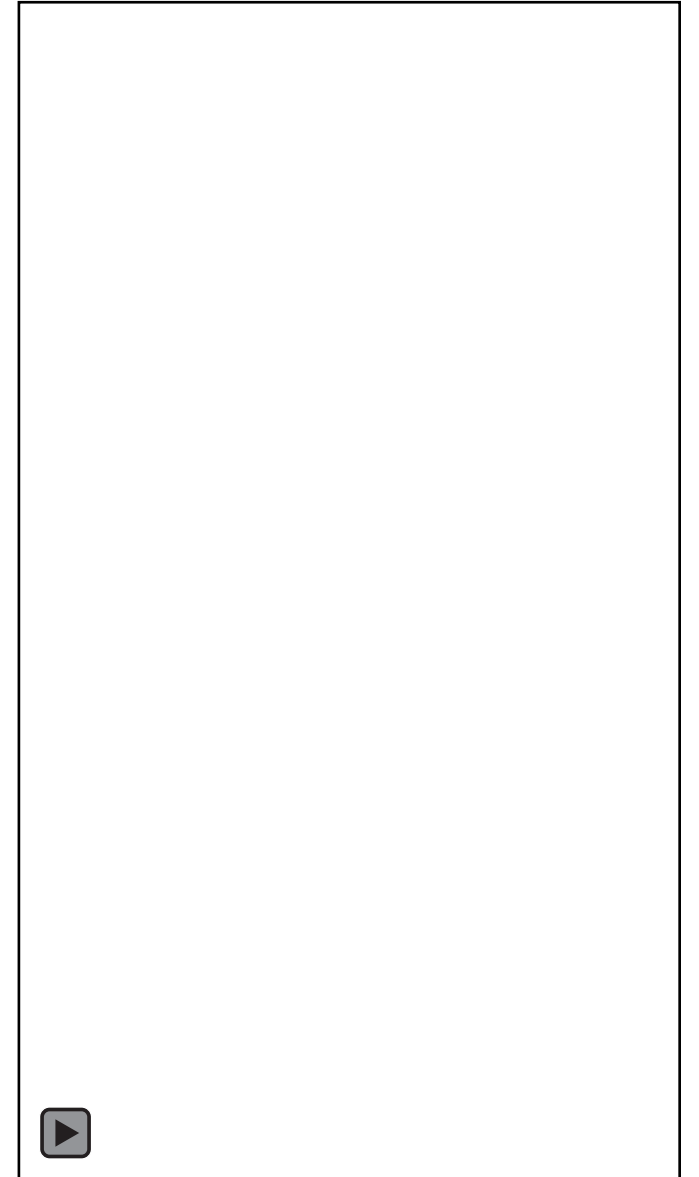
Chicken is ON the menu!



- 9 menu items
- Fresh, never frozen
- Breaded in house
- Growing in p-mix share
 - Overtook ribs as larger seller this 4th of July!

Current LTO – the Pickleballer

- Fun, culturally relevant
- 2 trends in 1
- Fun influencer content



Influencers love it!



thefarafix • Follow
Giulio Cercato • Too Cool

thefarafix • 1w
Y'all, the new @citybbq limited-time menu items have us all in a pickle!

First up, the Pickballer—a crispy fried chicken breast topped with creamy slaw, crunchy pickles, and dill pickle aioli on a toasted bun.

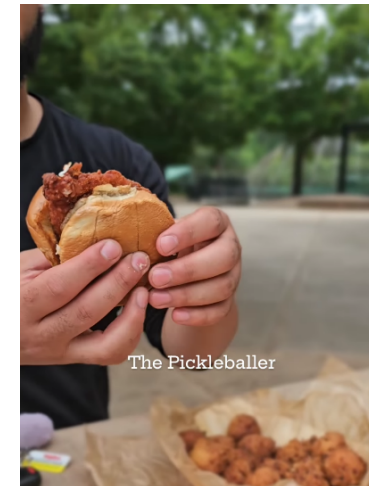
And don't miss the Frickle Roulette—hand-battered pickle slices and pickled jalapeños, fried to perfection and served with dill pickle aioli.

Crispy, tangy, and absolutely delicious.

Have you eaten at City Barbeque yet?

thebeerandpretzelguy and citybbq
Cartier • You Look Good

thebeerandpretzelguy 2w
Do you play pickleball? I just started and I am already hooked! City BBQ @citybbq has pickle ballers and everyone else covered with the Pickballer sandwich, a crispy fried chicken breast with creamy slaw, crunchy pickles, and a dill pickle aioli. To keep the pickle party going...they also have a Frickle Roulette - hand battered fried pickles and pickled jalapeños! And then of course they have all the BBQ favorites you enjoy - brisket, pulled pork, sausage, smoked turkey, and wings! Which are you gonna try first? #pickles #pickleball #friedchickensandwich #bbq #citybbq #atleats #atlfoodie #atlantafoodie



wynter_jo and arreis86
DJ Jazzy Jeff & The Fresh Prince • Summ...

wynter_jo 3w
It's SUMMERTIME 🌞🍉

Happy 1st Day of Summer, ya'll! What's everyone most excited about this season?? For us, this means lots of water, games, long days outdoors, and picnics!

We kicked off our first picnic with @citybbq at their Buford location! We ordered the Family Pack to go and received so much food! It was perfect for a cool evening in the park with the kids. I didn't have to cook, and they got to burn off the energy...win win 🍷

@citybbq has multiple locations, so be sure to head to one local to you!! Their BBQ is smack worthy with delicious

We're not done yet!

- New menu launching 8/5
- Dirty Bird a top seller
- Top creative for new store openings



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