



COMPANY PROFILE

VERSION UPDATE: OCTOBER 2026

Deboned Chicken and Wood-Fired Pizza
Fast-Casual Restaurant.
The Home of

Cluckin' Good
chicken.

BACKGROUND

From Chicken little to Chicken bigger (and growing).

- Bird & Co was founded in 2017, by Christos Paterimos, with the first store opening at the Lifestyle Centre in Ballito – right in the heart of KZN's North Coast.
- In mid-2025, The Pedros Group acquired a controlling stake in the business. As South Africa's fastest-growing Flame Grilled Chicken Franchise, currently expanding across South Africa and beyond, the acquisition added significant food service and franchising expertise to Bird & Co.
- The Bird & Co vision has always been to create a relaxed, fast-casual restaurant, offering both sit-down and takeaway options – where food is served quickly, but never considered 'fast food'.
- We wanted a place where customers could enjoy "Cluckin' Good Chicken" and "Flippin' Good Pizza" all under one roof – convenience with a side of flavour!
- Our focus is on delivering exceptional value for money, with quality as the overriding priority – ensuring zero compromise on freshness and premium ingredients.
- The brand quickly gained popularity by staying true to its core values, appealing to a discerning, Flame Grilled Chicken-loving market within the middle to upper LSM segments.
- The Bird & Co signature dish – tender, Flame Grilled Deboned Chilli-Peri Chicken smothered in our award-winning Secret Sauce – quickly became a customer favourite, setting us apart from the flock.
- Our pizzas are thin-based, wood-fired, and crafted using only the finest, freshest ingredients – just like every item on our menu.
- The incorporation of Bird & Co into the Pedros portfolio was a strategic move, leveraging Pedros' fully established nationwide distribution and logistics network, and enabling the Bird & Co Brand to accelerate its growth by tapping into a higher LSM market segment.





BRAND OVERVIEW

- Bird & Co has grown steadily through franchising, with a modest footprint spanning from KwaZulu-Natal, Gauteng and the Western Cape. Now, with the Pedros acquisition, the brand is well positioned for rapid expansion – offering a compelling opportunity for investors as Bird & Co prepares to take off.
- Bird & Co offers an exceptional Chicken and Pizza experience, with vegetarian and gluten-free options available. Select stores also feature a Halaal menu, with plans to expand this offering to further capture this valuable market segment.
- The brand's personality is quirky, youthful, and fresh – reflected consistently across our packaging, menu design, social media, marketing, and advertising.
- Our award-winning Secret Sauce – perfected over the years and now patented – is a unique, well-loved flavour that sets Bird & Co apart.



BRAND PERSONALITY

Who the cluck are we?



THE STORE

Picking the right spot is critical to our success.

Collectively, our team has decades of experience in retail, property and fast food. From store set up, to staffing, advertising, marketing, operations, HR and finance... we do it all, and we do it well. As the saying goes, "Been there, done that, got the T-shirt!"

We've developed extensive knowledge of the property market and are experts in choosing the best locations and negotiating the best deals for Franchise Partners. As they say, "Location! Location! Location!"

Bird & Co is strategically positioned in medium to high-traffic areas, including urban centres, shopping districts, and near residential zones.

We use the following criteria to determine where we open next:

Medium to High
foot traffic



High vehicle traffic
with access to parking



Sites that are en-route to
suburbs or along daily
commute routes



Corner sites and/or sites
within food clusters



Mix of day and night
movement



FRANCHISE MODEL

Location and size:

- High foot traffic strip malls with easy access and parking.
- Suburban locations.
- Total store size: 120 – 200 sqm.

Key factors:

- Market related rental in relation to site in terms of potential.
- Medium to higher foot traffic areas, due to exposure.
- Easy access for takeaways and deliveries.
- Primary target market is LSM 7 – 10.
- Franchise Partners with background and knowledge of industry.



STORE DESIGN



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STORE *Setup Costs*

Standalone stores:

Standalone store sizes range from 120 sqm to 200 sqm. The capital required for a standalone store ranges from **+R1.8 million to +R2.5 million**, excluding VAT.

Additional Capital Needed:

R85 000,00 Excluding VAT - (Franchise Joining Fees) payable once a Franchise Agreement is signed.

R450 000,00 - Operating costs/Extras (Landlord Deposits and Rental, Training disbursement, Opening stock as required).

Royalties:

5% - Monthly Royalties of Net Sales.

2% - Marketing Fee.

How to join our Franchise System:

Complete the Application form and submit. Pay the R2 875-00 application fee (Non-refundable). Unencumbered funds required at the start of the application process: **R1 million**.

It is important for prospective Franchise Partners to join the franchise system in order to be able to be afforded the opportunity of site allocation through our site tender process.

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OUR LOCATIONS

KwaZulu Natal 6

- 1 Ballito
- 2 Florida Road
- 3 Hilton
- 4 Gateway
- 5 Salt Rock
- 6 Galleria

Gauteng 3

- 7 Groenkloof
- 8 Rosebank
- 9 Rivonia

Western Cape 1

- 10 Kromboom

Space to Grow!





OUR CUSTOMERS

are chicks and dudes (and their kids).

There's something
for everyone. 

- There's something for everyone on our menu — from the young to the 'young-at-heart'.
- **Dine-in or Takeaway:** We cater to both captive (sit-down) and moving (takeaway) customers.
- **At-home Foodies:** For those who crave quality food in the comfort of their home — we deliver!
- **Time-Savvy, Taste-Savvy:** Perfect for people who want a quick, tasty lunch without compromising on quality.
- **Feel-Good Crowd:** Our customers are relaxed, happy, and here for good vibes and great food.
- **From Curious to Committed:** We turn impulse visits into loyal regulars... and eventually, true fans.
- **Young and Trendy (or just feel that way):** Whether it's a fashion-forward crowd or someone who's just young at heart, they feel part of our flock.
- **Universally Loved:** It's hard not to love our food. Also, the brand has a broad, magnetic appeal that resonates across ages, lifestyles, and backgrounds.



POSITIONING

*Fast, fresh food for people with great taste,
who appreciate convenience, consistency
and cluckin' good quality.*



EXPERIENCE

*Quick. Friendly. Convenient.
Always full of flavour!*

At Bird & Co it's more than just a meal — it's a full sensory experience:

- **Watch** pizzas being made fresh right in front of you.
- **Smell** the wood-fired ovens and Flame Grilled Chicken.
- **Hear** the buzz of happy customers and busy staff.

Enjoy friendly service from staff who are quick, efficient and always ready with a smile.

Our diverse, flavour-packed menu caters to everyone, with fresh, consistently great food whether you're in the mood for Chicken or Pizza.



OUR OPERATION



- ✓ Full training provided.
- ✓ Low cost of entry.
- ✓ Attractive commercial model.



PRODUCT OFFERING FOR FRANCHISEE:

Delicious, simple, impressive.



Bird & Co offers a smart, streamlined menu that's easy to execute, without compromising on quality.

- Easy-to-learn recipes with minimal prep and procedures, designed for operational simplicity.
- Restaurant-quality food at accessible prices, delivering strong value for money.
- Clever ingredient overlap across menu items to reduce waste and optimise kitchen efficiency.
- Always fresh. Always premium. We use only the finest, freshest ingredients.
- No compromises – ever – on quality, consistency, or flavour.



PRODUCT OFFERING FOR CONSUMER:

Award-winning Deboned Chilli-peri Chicken

Bird & Co serves up bold flavour and unbeatable value across a diverse, high-quality menu:

- Signature Chicken Dishes – including our famous Deboned Chilli-Peri Chicken
- Wood-Fired Pizzas – traditional and signature styles
- Wraps & Salads – fresh, lighter options without compromising on taste
- Vegetarian Choices – because everyone deserves great food
- Halaal Options – available at select stores to meet diverse customer needs
- Always Fresh, Always Fast – top-quality ingredients prepared quickly
- Serious Value for Money – premium meals at prices that keep you coming back



LET'S CHIRP



www.birdandco.info



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