

FISHNCHIPS

Born in Texas

Franchise in three low-investment formats.

Franchise fees: Express \$35,000 · Neighborhood \$50,000–\$75,000 · Destination \$99,000–\$125,000.



EXPRESS

250–400 sq ft

\$35,000

NEIGHBORHOOD

500–700 sq ft

\$50K–\$75K

DESTINATION

600–900 sq ft

\$99K–\$125K

Same food. Same welcome. Sized to your market.

We started as a cloud kitchen so every dollar went into the food. Now the same recipes, batter, and hospitality come in three footprints — from a 250 sq ft fry bay to a downtown room with a long table.

1	SELECT	You pick the market and the format. We help you read the site.
2	SITE BUILD-OUT	We design the kitchen, signage and flow. You choose the finish level.
3	SUPPLY CHAIN	Fish, batter, seasoning, packaging — sourced and shipped to spec.
4	OPERATE	Hands-on training, then friends-and-family service with our team beside you.
5	GROW	Marketing playbook, menu innovation, quality checks and multi-unit planning.

Franchise fees only. We do not quote total investment on the website. Your actual build-out is worked through franchise, typically landing between \$250 and \$500 per sq ft depending on design choices, local conditions, and the equipment you already have.

EXPRESS • 250–400 sq ft

Franchise fee: \$35,000

Build-out guidance: approx \$250–\$500 per sq ft, worked through franchise based on your site and design choices.



WHERE IT GOES

- Cloud & ghost kitchens
- Commissary kitchens
- Gas stations & travel centers
- Food courts & food halls
- Universities, hospitals, airports

HOW IT RUNS

- Delivery, pickup and takeout led
- Minimal or no seating
- 1 full-time + 1 flexible team member
- Small, standardized equipment package

Strategic purpose: Entry & volume.

Annual sales planning target: \$500K – \$900K.

What the Express experience looks like.

250–400 sq ft. The same food and the same welcome — photographed in the rooms this format is built for.



Express kitchen build, 250–400 sq ft



Travel-center fry line and pickup shelf



Pickup window: hot, crisp, straight into the box

NEIGHBORHOOD • 500–700 sq ft

Franchise fee: \$50,000 – \$75,000

Build-out guidance: approx \$250–\$500 per sq ft, worked through franchise based on your site and design choices.



WHERE IT GOES

- Retail strip centers
- Neighborhood shopping centers
- High-density suburbs
- Mixed-use developments
- Small standalone retail

HOW IT RUNS

- Strong storefront and street visibility
- 8–16 seats, limited dine-in
- Pickup, delivery and takeout balance
- Higher throughput at peak

Strategic purpose: Core growth.

Annual sales planning target: \$650K – \$1.1M.

What the Neighborhood experience looks like.

500–700 sq ft. The same food and the same welcome — photographed in the rooms this format is built for.



Neighborhood storefront, 500–700 sq ft



Window bar seating and open fry line



Strip-center facade at dusk

DESTINATION • 600–900 sq ft

Franchise fee: \$99,000 – \$125,000

Build-out guidance: approx \$250–\$500 per sq ft, worked through franchise based on your site and design choices.



WHERE IT GOES

- Downtown & main street
- Lifestyle centers
- Premium retail & entertainment districts
- High-income neighborhoods
- Destination food centers

HOW IT RUNS

- More seating and a full guest experience
- Premium design and lighting package
- Extended menu and specials
- Dine-in and takeout in balance

Strategic purpose: Brand halo.

Annual sales planning target: \$800K – \$1.5M+.

What the Destination experience looks like.

600–900 sq ft. The same food and the same welcome — photographed in the rooms this format is built for.



Destination flagship, 600–900 sq ft



The long communal table under brass light



Main-street sidewalk patio at golden hour

WHAT YOU GET

Everything except the part only you can bring.

The part we cannot ship is caring about the person on the other side of the counter. If you have that, the rest is teachable.

Recipes & fry-line spec

The signature batter, cut sheets, timings and portion standards — identical in every format.

Kitchen package for your format

Layout, equipment schedule, signage and lighting drawn for your square footage.

Training & opening support

Two to three weeks of training, then friends-and-family service with our team standing next to yours.

Supply & sourcing

Fish partners, batter and seasoning program, packaging and the daily ordering rhythm.

Technology

POS, kitchen display, inventory, delivery integrations and your franchise dashboard.

Ongoing field support

Marketing playbook, menu innovation, quality checks and multi-unit growth planning.

Ongoing fees: 6% royalty, 2% brand marketing fund, technology \$199–\$299 per month per location. Store EBITDA target 15–22% once mature; 18–24 month payback objective.

What it takes to open.

Heart for hospitality	Genuine care for guests and crew. This is the part we cannot teach.
Local market knowledge	You know your town, your landlord, and your traffic patterns.
Capital	Franchise fee plus build-out budget. We work through the build-out with you.
Commitment	Restaurant experience helps, but commitment to people and quality matters more.

Talk — Real conversation about your town, site, and format.

Numbers — Franchise fee, build-out guidance, and a site-specific plan.

Build — Express 6–10 weeks; Neighborhood & Destination 10–16 weeks depending on permits.

Open — Two to three weeks of hands-on training plus opening support.

What does the franchise fee include?

The recipe and fry-line spec, the kitchen package drawn for your format, initial training and opening support, technology setup, and our supply and sourcing playbook. Fit-out, equipment, and local permits are quoted separately per site.

Which format should I start with?

Most first-time partners start with Express at 250–400 sq ft. It is the lowest franchise fee, fastest to open, and the format we proved ourselves. Neighborhood suits operators who want a storefront; Destination is best for experienced or multi-unit operators.

Can I put an Express kitchen in a gas station or food court?

Yes — that is exactly what Express is designed for. We review ventilation, power, water and customer flow together before approving the site. A bay needing more infrastructure sits toward the higher end of the build-out range.

Ready to talk?

Visit texasfishnchips.com/franchise and send us a note. We read every enquiry and reply within two business days.