

Golden Chick

Restaurant | Regional U.S.



On-Premise Branding for Growing Franchise

Golden Chick, recognized for its fried chicken and delicious sides, has roots dating back to over 50 years ago. With a successful franchise model in place by 1982, the chain then named Golden Fried Chicken had grown to 39 restaurants. In 1996, the chain rebranded as Golden Chick and continues to experience steady growth with over 180 stores currently in operation.

Golden Chick's brand standards create an environment that each customer identifies and experiences when visiting any of their locations. For over 10 years, Kieffer | Starlite has been a signage partner for Golden Chick. Our team manufactures and installs signage and additional branding elements for the chain, including new locations, existing location updates, and take-downs.

About the Solution

Kieffer | Starlite manages the entire on-premise branding for each restaurant. We consult with Golden Chick on the needs of each location and branding opportunities to attract customers and reinforce their brand. This consultative approach, paired with our in-house custom fabrication capabilities, provides our team opportunities to value engineer solutions that create efficiencies for each location. We are committed to providing outstanding service and continually create prototypes, explore enhancing product performance and concepts to refresh the restaurant's look.

Once the needs of each location are identified, our team manages the production and installation schedule, which includes code evaluation and permitting. The first phase includes fabricating and installing the roof peak for the restaurant. Specific to each location, we also can provide LED border lighting, exterior wall décor, canopies with star decoration, custom awnings, channel letters and logo, pylon signage with optional Electronic Message Center (EMC), flagpole, menu boards and clearance signs. From new builds to branding enhancements to location conversions, we look forward to being an active part of their continued success.

