



**BRAND BOOK**  
2021





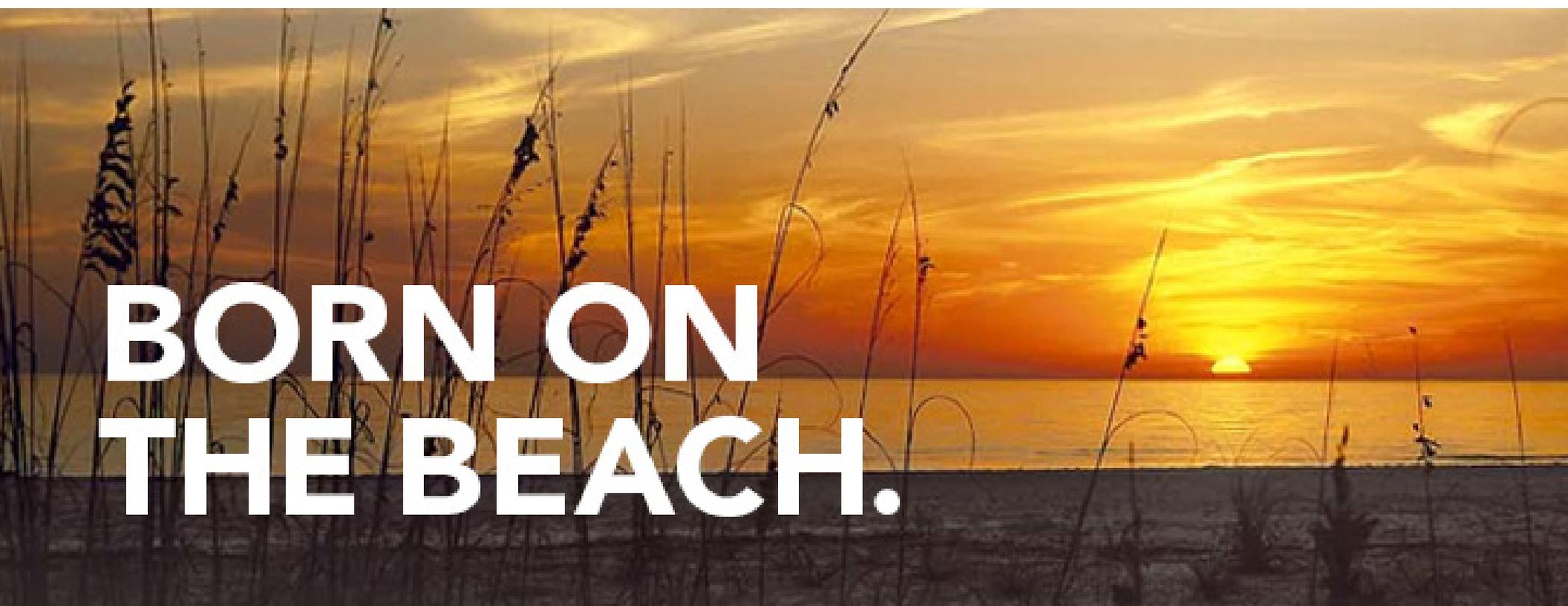
# Our Beginning

# Our History

How America's greatest chicken wings franchise came to be.

Technically, Wild Wing Cafe was **born at the beach.**

On South Carolina's Hilton Head Island, to be exact, where vacationing families and laid-back locals flocked to the town's first-ever restaurant to serve gourmet chicken wings and buckets of ice-cold beer.



**BORN ON  
THE BEACH.**



The original Coligny Plaza  
duck pond location

That was back in 1990. The real story, however, started years before in Atlanta, where a couple of advertising executives treated some 300 guests to decadent homemade party food every **Super Bowl Sunday**.

The first dishes to disappear, year after year, were the platters of flavored wings served alongside homemade blue cheese dressing. No big surprise, really, for old family recipes that were unlike anything food-loving crowds had tasted at the time.

Creating and dining on deliciously fun food always came naturally to Cecil and Dianne Crowley. So when they moved to the beach (to get away from big city traffic, but that's another story), they were surprised to discover there wasn't a single restaurant serving great wings.



Preparing for our  
1st Anniversary (1991)



## So they created it

The first Wild Wing Cafe opened in 1990 with seven sauces..

Back then, flavored chicken wings weren't the only thing considered a rarity at the restaurant.

Our founders were among a minority when it came to preparing popular bar foods like nachos and onion rings using fresh rather than packaged ingredients. It was a lot of work, to say the least.



# It was also a big hit

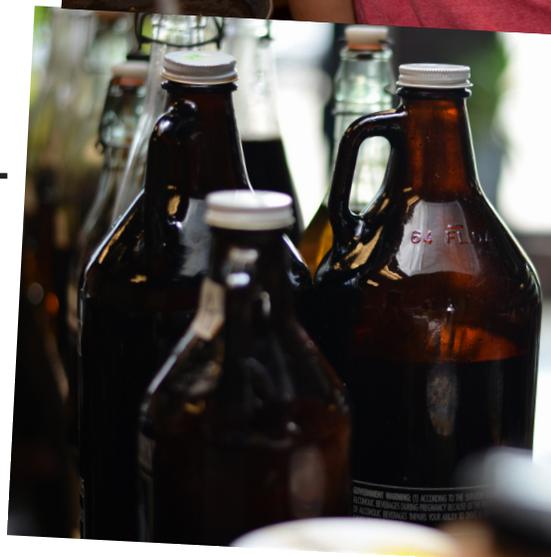
As the restaurant has grown into a multi-unit company, and the company into a much-loved wings establishment, we've stayed true to our roots.

While other restaurants are content to use pre-processed frozen foods reheated in microwaves, every Wild Wing Cafe serves great homemade food. Dressings, marinades, soups and dips are made fresh every day.



We also continue to operate by the belief that we have **our people—employees and their loyal customers—to thank for the tremendous success of Wild Wing Cafe.**

Without them, the vision of two advertisers turned restauranteurs may never have become the growing business it is today... one that thrives on a mouth-watering menu of signature homemade dishes, seasonal ingredients, an extensive beer list and, of course, plenty of fantastically flavored wings.



# Who we are today

**\$127**

Million total in sales

**2000**

Team members

**40**

Total restaurants

**2200**

Live acts annually

**35 million**

Wings served annually





# Our Brand

# What is a Brand?

A brand is not a logo...

It's not a color scheme...

It's not a font...

**A brand is a PROMISE.**

It's a promise that provides a unique emotional connection with guests and satisfies a need in a way that differentiates it from anyone else.

## The Wild Wing Cafe Brand

It's more than "just a wing place."

What makes us unique?

What is our unique emotional connection with our guests that satisfies and differentiates us from anyone else?

What will drive revenue for our partners in a way that a commodity can not?

# Wild Wing Cafe Brand Promise

To elevate communities and make a lasting impact through shared experiences and quality food.





# Our Heritage

# What is a brand heritage?

Brand heritage is a **brand that exhibits longevity, track record, long-held core values** that stand for the brand over time, and history that is important to the brand.

# Why is Brand Heritage important?

The heritage aspect adds associations of depth, authenticity and credibility to the value perception of the brand, all contributing to heightened loyalty.



## The Wild Wing Cafe Brand Heritage

From our first location on Hilton Head to our kitchens and stages throughout the country, we've served up hot wings, cold beer and good times, while making a huge **commitment to local musical talent.**

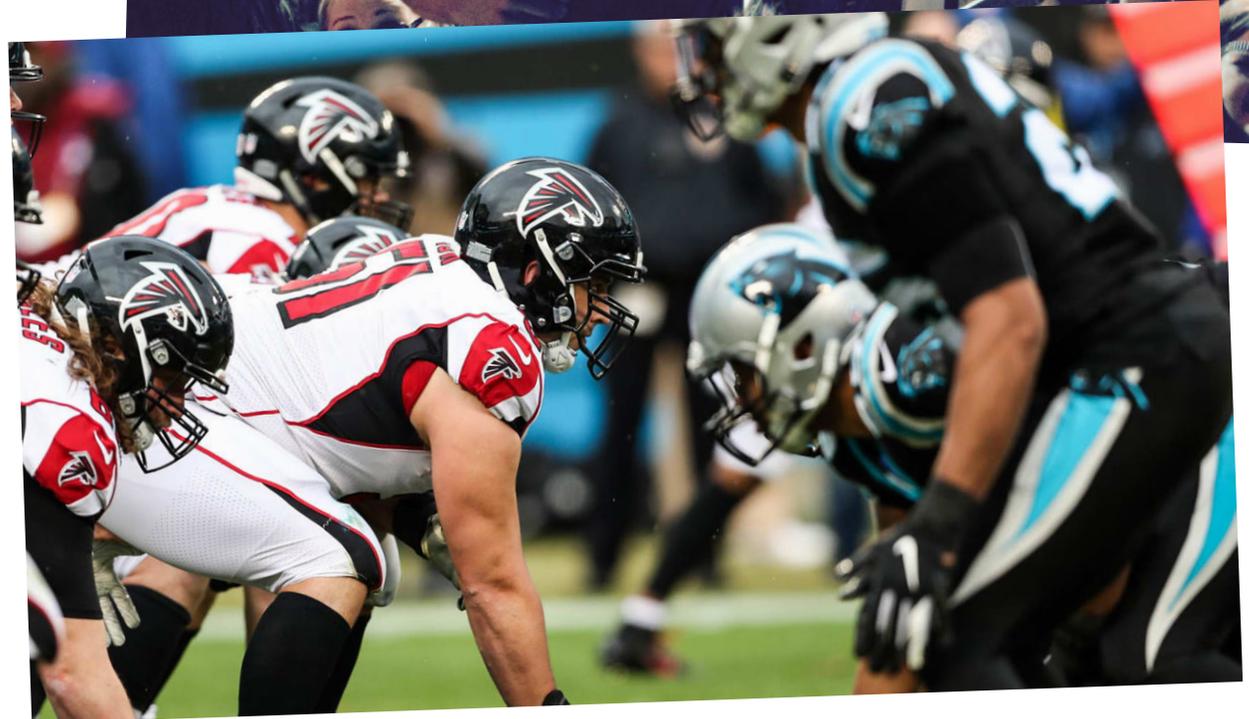
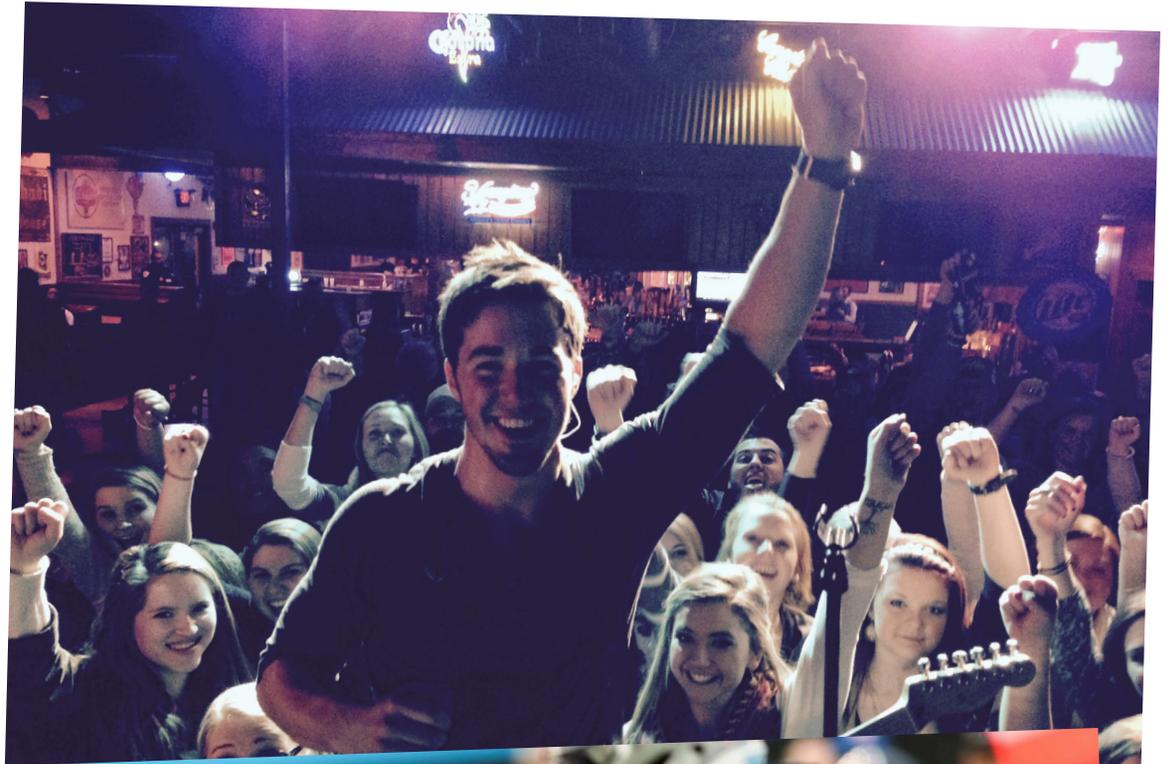
We remain locally owned and operated, serving our local communities while giving up and coming artists like **Edwin McCain, Andy Grammer, Zac Brown Band, Hootie & the Blowfish, Luke Combs, Old Dominion** and countless others a Wild Wing stage to launch their musical careers.

A group of diverse young adults are gathered around a table in a bar, toasting with beer. The scene is lively and social, with people in the background and a well-stocked bar. The text "Mission, Vision & Values" is overlaid on a red banner at the bottom of the image.

# Mission, Vision & Values

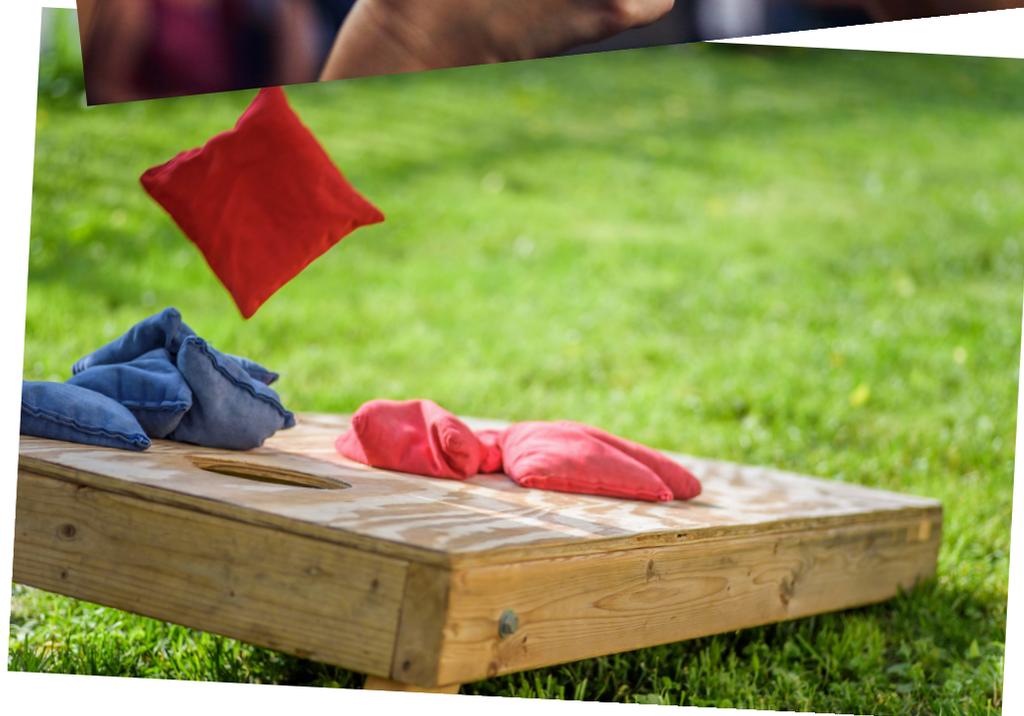
## Our Mission ...

To serve fresh wings and southern-inspired comfort food with a generous side of local music, craft brews and sports entertainment.



## Our Vision ...

To elevate communities and make a lasting impact through shared experiences and quality food.



## **Our roots run deep ..**

Founded by a family on Hilton Head Island, inspired by annual gatherings centered around homemade recipes and plates of hot wings.

We've kept that **local atmosphere and scratch cooking** orientation for over 30 years.

Driven by love for our guests and good times.

## **Come in as our guest, leave as family ...**

Born from a Super Bowl party, we continue to host a dining experience with fun for everyone, as wild as they come.

From our craft food service to live music, we provide the home stage on which people come together to celebrate any event or occasion.

## **For goodness sake ...**

We aim for the stars while maintaining our inviting roots.

We believe in listening, living honestly and going the extra mile.

We want our **employees and guests to feel the love**, because an open environment brings out the best in all.

## **Pride and joy ...**

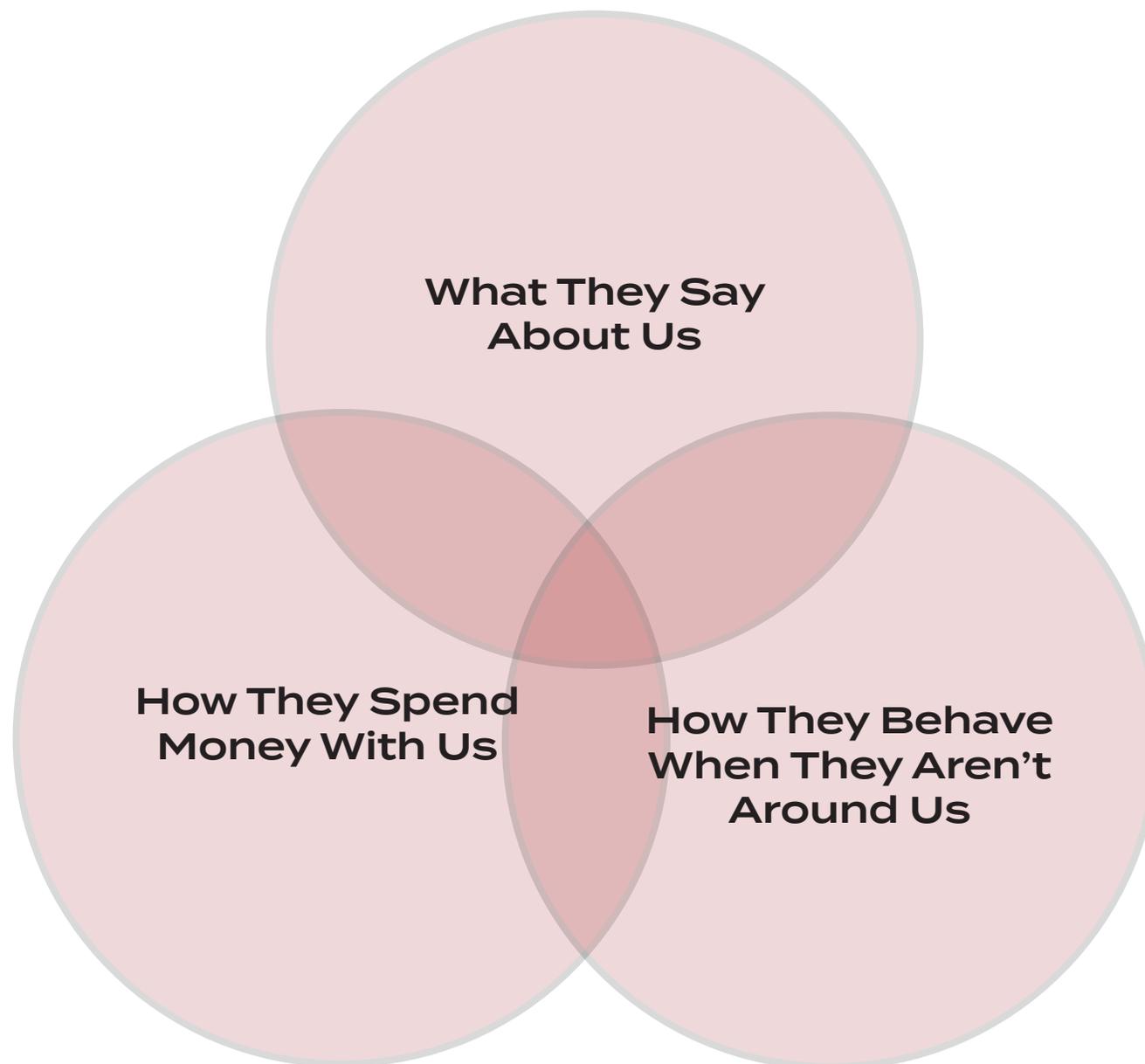
**We are more than just a restaurant.**

From charitable partnerships to hosting game events and supporting local artists, we want to help build vibrant, connected communities.



# Our Guest

## To understand our guest better



# Voice of the Guest



Primary Research

Social Listening &  
Location Management

Customer Feedback  
Management

# Voice of the Guest

## Primary Research

We conducted a series of customer interviews to get their opinion on the Wild Wing Cafe logo, menu and overall restaurant experience.

### **New Logo Resonates**

Consumers react well to its readability.

Established in 1990 adds to our credibility.

### **Mobile App**

Liked for being easy and user-friendly.

### **Menu**

Consumers see good value.

LTOs provide a reason to come back.

### **Experience**

Consumers see us as something beyond a restaurant.

Music is our differentiator

# Voice of the Guest

## Social Listening & Location Management

We monitor our customer's voice across multiple social networks and monitor key trends and location-specific performance.

We manage our multi-location listings where consumers search (Google, Siri, Yelp). We ensure they discover accurate, consistent, and engaging information from wherever they search



Hey Siri



# Voice of the Guest

## Social Listening & Location Management

**We use customer feedback technology to unlock a comprehensive understanding of the actions people are taking, and the emotion driving what they do and why.**

**This allows us to improve the Wild Wing Café customer experience and improve the value equation = where customer, employee, and business needs come together.**



# Primary Data

Our Wild Club loyalty customers remain the most valuable customers.

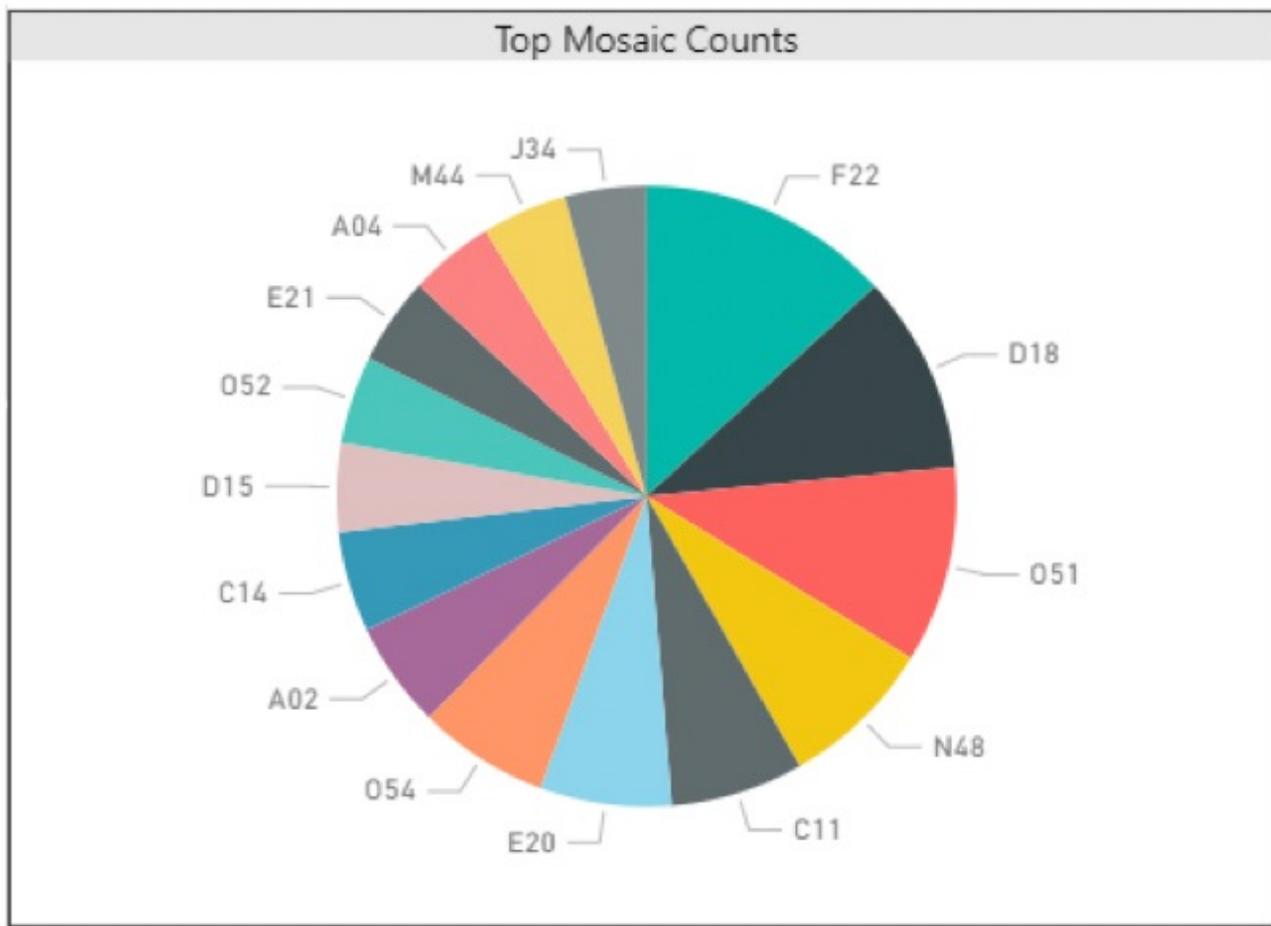
- 112,000 members
- \$35 Average Order Value
- 20.5% Spend Lift
- 1.8 visits per month



- Wings continue to drive a majority of our revenue
- Our LTO menus typically drive approximately 3% of our revenue
- To-go represents 30% of our dining business

# Secondary Data

We use Experian Mosaic segmentation data to understand who our customers and prospects are, outside of how they interact with us, within a geographic area.



## 5 Segments stand out

13.19% - Fast Track Couples

10.3% - Suburban Nightlife

10.23% - Digitally Savvy

8.04% - Rural Southern Bliss

6.94% - Sophisticated City Dwellers

# F22 Fast Track Couples

Active, young, upper established suburban couples and families living upwardly-mobile lifestyles

🏠 3.20% | 2.35% 👤



## Who we are

<b>Head of household age</b> 🎂 31–35 445   50.3%	<b>Type of property</b> 🏠 Single family 123   97.0%
<b>Household income</b> 💰 \$100,000–\$124,999 276   24.1%	<b>Household size</b> 👤 1 person 114   53.6%
<b>Home ownership</b> 🤝 Homeowner 126   80.6%	<b>Age of children</b> 👶 7–9 146   16.1%

## Channel preference

 208	 120	 121
 338	 84	 42

## Key features

- Credit-aware
- Comfortable spender
- Active lifestyles
- Tech-savvy
- Music lovers
- Football fans

## Technology adoption



Journeymen



# D18 Suburban Nightlife

Upper established couples and families living mainly in the metropolitan cities

🏠 1.60% | 2.10% 👤



## Who we are

**Head of household age** 🎂

51–65

139 | 38.0%

**Type of property** 🏠

Single family

121 | 95.5%

**Household income** 💰

\$50,000–\$74,999

148 | 28.1%

**Household size** 👤

2 persons

114 | 28.4%

**Home ownership** 🤝

Homeowner

134 | 85.9%

**Age of children** 👶

0–3

149 | 11.7%

## Channel preference

📺

228

✉️

121

📺

96

💬

73

@

71

👍

212

## Key features

- Tech-wizards
- Politically liberal
- R&B music
- Status-seekers
- Tech-savvy
- Social media fans

## Technology adoption



Wizards



# 051 Digitally Savvy

Young singles who live digital-driven smaller city lifestyles

🏠 4.30% | 2.67% 👤



## Who we are

**Head of household age** 🎂

25–30

437 | 50.6%

**Type of property** 🏠

Single family

112 | 88.8%

**Household income** 💰

\$50,000–\$74,999

140 | 26.6%

**Household size** 👥

1 person

157 | 73.8%

**Home ownership** 🤝

Unknown

204 | 26.0%

**Age of children** 👶

7–9

87 | 9.6%

## Channel preference

TV

103

✉️

82

📺

140

💬

165

@

20

👍

36

## Key features

- Ambitious
- Video gamers
- Single adults
- Eager to spend
- Music lovers
- Digitally savvy

## Technology adoption



Wizards



# N48 Rural Southern Bliss

Lower to middle-income multi-generational families living in small towns

🏠 1.55% | 1.79% 👤



## Who we are

**Head of household age** 🎂

51–65

114 | 31.2%

**Type of property** 🏠

Single family

123 | 97.5%

**Household income** 💰

Less than \$15,000

176 | 17.5%

**Household size** 👤

2 persons

100 | 25.0%

**Home ownership** 🤝

Homeowner

115 | 73.6%

**Age of children** 👶

7–9

130 | 14.3%

## Channel preference

📺

264

✉️

55

📻

137

💬

28

@

11

👍

119

## Key features

- Cable TV
- Limited discretionary spend
- Modest housing
- Multi-generational households
- Modest educations
- American cars

## Technology adoption



Wizards



# C11 Sophisticated City Dwellers

Wealthy boomer-aged couples living in cities and closed-in suburbs

🏠 2.29% | 3.08% 👤



## Who we are

<b>Head of household age</b> <p>51–65</p> <p>319   87.3%</p>	<b>Type of property</b> <p>Single family</p> <p>125   99.0%</p>
<b>Household income</b> <p>\$175,000–\$199,999</p> <p>406   11.1%</p>	<b>Household size</b> <p>3 persons</p> <p>189   24.7%</p>
<b>Home ownership</b> <p>Homeowner</p> <p>149   95.7%</p>	<b>Age of children</b> <p>0–3</p> <p>5   0.4%</p>

## Channel preference



## Key features

- Affluent
- Highly educated
- Upscale housing
- Nearing retirement
- Philanthropic
- Savvy investor

## Technology adoption



Apprentices

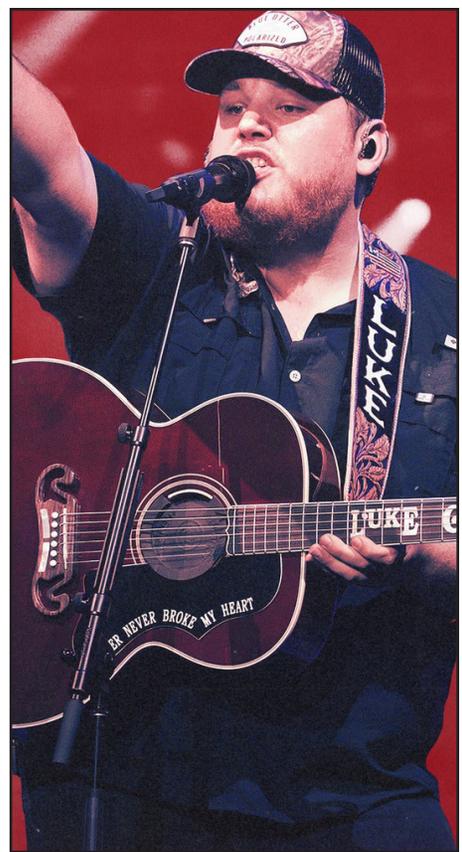




# Our Offering

***“People Buy Experiences,  
Not Products.”***

**-Shantanu Narayen**  
CEO, Adobe









# Tone

- **We are approachable.**
- **Our tone is casual and conversational.**
- **We don't take ourselves too seriously, but it's important that our customers feel taken care of. They are a **Guest in our House.****
- **The **Communal Experience** is important to us.**
- **We are food-forward, that's what pays the bills. But **entertainment is what makes us different.****



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