

### **COMPANY TIMELINE**

1972
Founded by
Al Copeland in
New Orleans

1984 International Expansion (Canada)

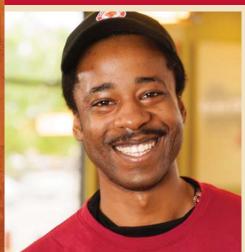
2001 NASDAQ AFCE

2011 Re-Set Strategic Road Map

1976
First franchised unit opens in Baton Rouge

1996 1,000 Operating Units

2008 Opened 2,000th Restaurant 2014
2,379 Operating
Units
(as of fiscal year end 2014)









### WE ARE AN OUTSTANDING QSR BRAND...

- \* With authentic culinary roots in the Cajun/Creole regions of Louisiana, providing the recipe inspiration for our food.
- That has the authenticity to be called Popeyes Louisiana Kitchen... a QSR brand grounded and inspired by true regional cuisine.
- That has the culinary history giving our brand innovative opportunities beyond any other QSR company.











The word Creole was coined by the Spanish, which means the mixtures. The Spanish brought citrus, beans, olives, coffee, chocolate, tomatoes and Jambalaya.

The French brought the brown roux which is the starting point for most Cajun dishes today.

The English came to the area that is now Louisiana with cows, sheep and knowledge of English country cooking.

The Native Americans made use of wild game and the seafood abundant in the waters of Louisiana, and were the first to cook crawfish and roast oysters.

#### POPEYES® PILLARS

# CREATE A CULTURE OF SERVANT LEADERS

A culture so engaging you can't wait to come to work at Popeyes

#### BUILD DISTINCTIVE BRAND

Superior affordable food so good you can't wait to eat at Popeyes

#### CREATE MEMORABLE EXPERIENCES

A service experience so good you can't wait to come back to Popeyes

## GROW RESTAURANT PROFITS

Profits so good that you are thrilled to own Popeyes

# ACCELERATE QUALITY RESTAURANTS

Returns so good you can't wait to build more Popeyes





### POPEYES® PURPOSE & PRINCIPLES

**Inspire Servant Leaders To Achieve Superior Results** 



we are
Passionate
about what we do



we Listen carefully & Learn continuously



we are
Fact - Based
& Planful



we Coach & Develop our people



personally Accountable



we value Humility







"The Popeyes brand is definitely on an upswing. The nationwide advertising is a huge boost and so are the new interiors reflecting the brand's New Orleans heritage."

> - Amin Dhanani Popeyes Franchisee





# Popeyes

\*LOUISIANA KITCHEN \*

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