



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.

A photograph of a sunset over the ocean. The sky is filled with warm, golden light, and the sun is visible on the horizon. In the foreground, there are tall, thin grasses or reeds, some of which are in silhouette. The overall mood is serene and peaceful.

**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 the bottom of the image in a white font on a dark red background.

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 ...

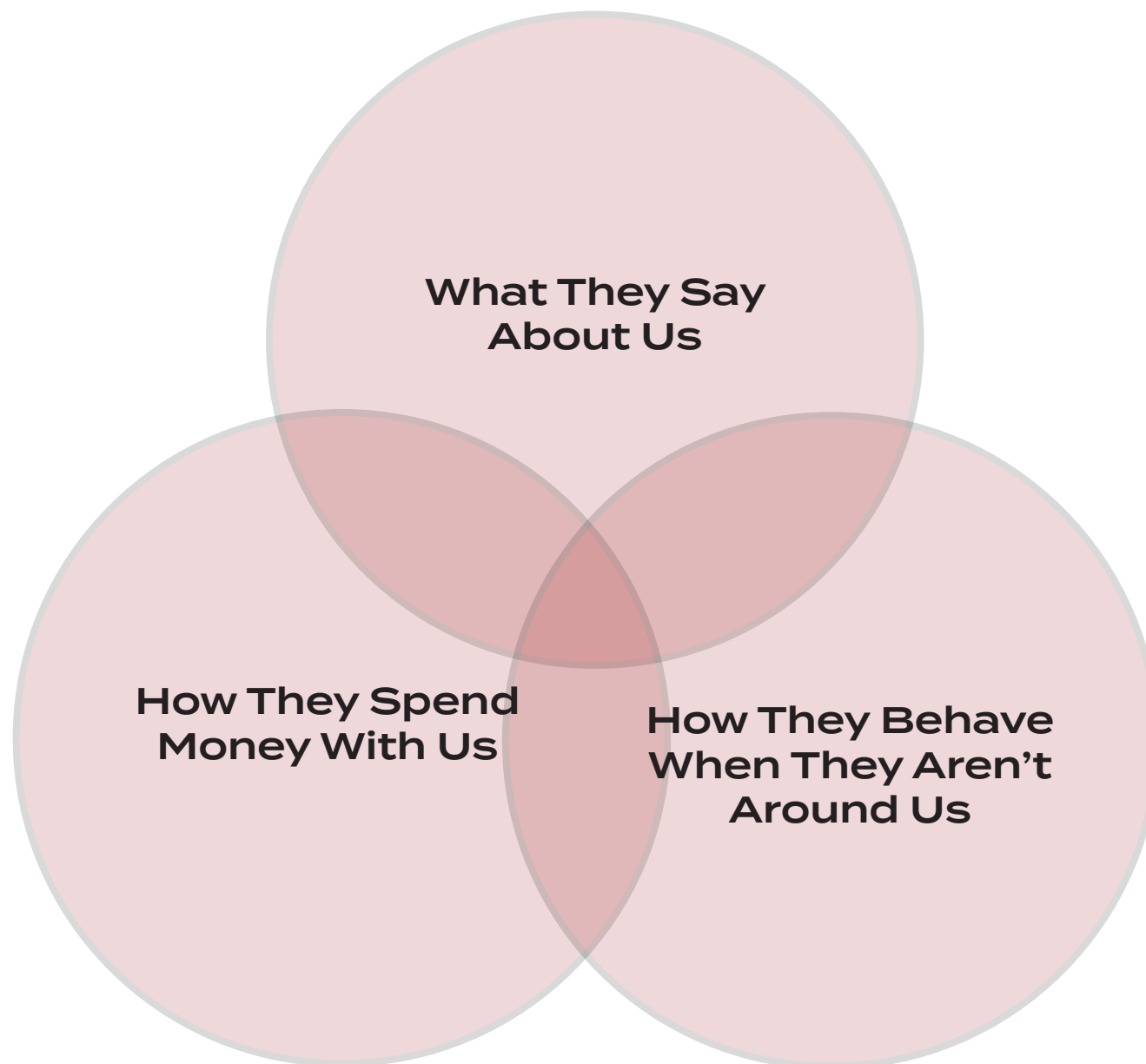
We are more than just a restaurant.

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.

Voice of the Guest

Customer Feedback Management

Overall, customers find us to have friendly staff, helpful service, and great tasting food.

Our opportunities lie primarily in speed of service and wait times.



Primary Data

Our Wild Club loyalty customers remain the most valuable customers.

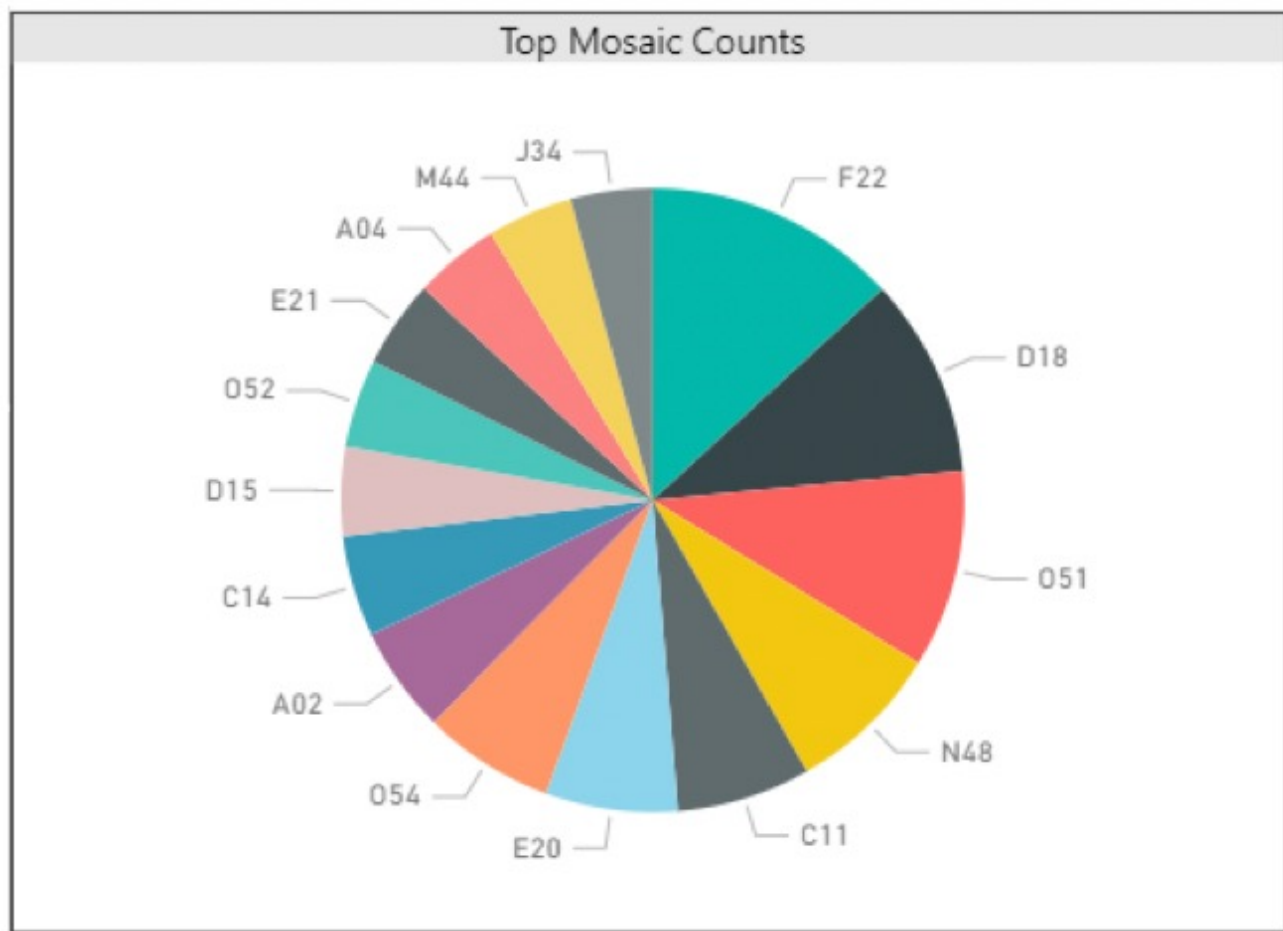
- 112,000 members
- \$35 Average Order Value
- 20.5% Spend Lift
- 1.8 visits per month



- 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

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

Channel preference



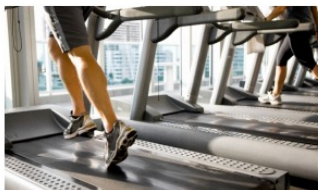
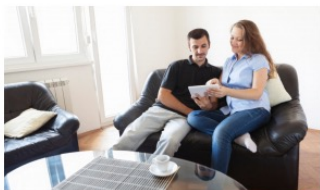
Key features

- 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

103	82	140
165	20	36

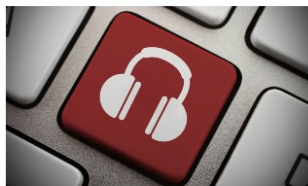
Key features

- 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

TV

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

Head of household age 🎂

51–65

319 | 87.3%

Type of property 🏠

Single family

125 | 99.0%

Household income 💰

\$175,000–\$199,999

406 | 11.1%

Household size 👤

3 persons

189 | 24.7%

Home ownership 🤝

Homeowner

149 | 95.7%

Age of children 👶

0–3

5 | 0.4%

Channel preference



14



147



1



10



197



215

Key features

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

Technology adoption



Apprentices

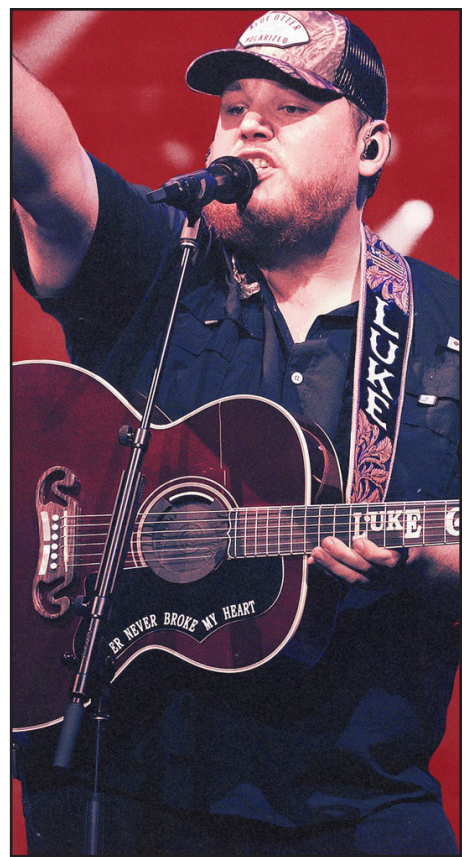


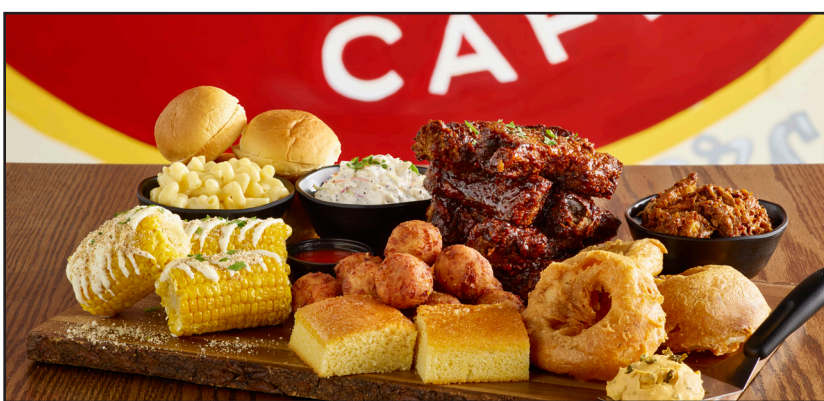


Our Offering

***“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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