CHESTER'S CHICKEN & BIRDSHACK

BRAND COMPLIANCE AUDIT

INSTRUCTIONS • QUESTIONNAIRE

You will visit the assigned location to confirm if any Chester's Chicken or BirdShack branding is present. You must take all required photos to prove branding has been removed or is still there.

Before You Begin

- Confirm location hours and address
- Review brand guide to become familiar with examples of how names/logos may appear
- Review ALL photo requirements!

Don't Forget!

- Search exterior/interior for specific branding
- Take clear photos of all required areas
- Take photos of any signage or packaging with assigned brand's name or logo
- If no name or logos are on signage or packaging, you must provide photo evidence to support this.
- Make required purchase & get receipt

General Requirements

- Read all instructions and the entire questionnaire before you complete the shop.
- Confirm business hours before arriving. Do not arrive within 30 minutes of closing.
- Make sure you visit the correct address.
- Be prepared to spend 10-15 minutes at the location browsing to ensure Chester's (or BirdShack) names or logos are no longer present. The brand you're assigned to look for will be listed in your shop confirmation.
- Photos are required if any Chester's (or BirdShack) names or logos are observed and to clearly show logos have been removed from signage and packaging.
- Do not reveal yourself as a mystery shopper.
- Make required food and beverage purchases and upload receipt with report.
- Submit your report to shopperhub.cxgroup.com within 12 hours of completing the shop.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot currently or have ever worked for the company of the store you're visiting or Chester's Chicken/BirdShack.

Shop Instructions

Go to the exact address provided in your email

If the store is no longer in business or has changed names, you are still required to travel to the site to capture all required photos you can at that address. If the interior is not accessible, be sure to note this in your report.

Browse entire exterior and interior for Chester's (or BirdShack) branding and take photos

Chester's Chicken and BirdShack Branding Guide

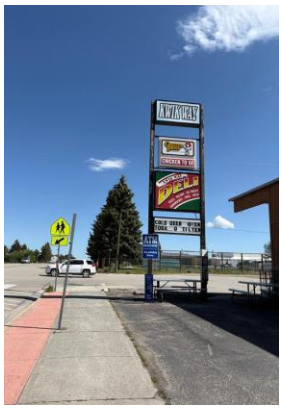
- Check your shop confirmation for the brand you will be auditing and review the branding guide.
- You must take all required photos to prove branding has been removed or is still there.
- If you find the assigned brand name or logo anywhere outside or inside the location, take a clear photo of the signage.
- Try to be discreet when taking photos if possible. Remain casual and friendly during the audit.
- Take all the following required photos and upload them with your report.

EXTERIOR PHOTOS:

- Both sides of any roadside/monument signs

  Note: Roadside signs will be near the road. A monument sign may be lower to the ground and sometimes closer to the entrance. Take photos of all of these signs on the property.

  Examples:



- Each of the 4 sides of the store

  NOTE: Try to clearly capture signage affixed to the building in this image, including any marquees or other signs physically attached to the building. If it is difficult to clearly show this in the store-side photo AND there are Chester's (or BirdShack) names or logos on the signage, please take additional photos.
- Wide shot of the front of store

  NOTE: Try to clearly capture window and door clings in this image. If it is difficult to capture this in the wide-angle storefront photo AND there are Chester's (or BirdShack) names or logos on signage, please take additional photos.
- Window signs and/or clings

INTERIOR PHOTOS:

- Counter area (where food is ordered)

  NOTE: If possible, try to capture menu boards, hot food/deli case, above case and countertops in the image. If it is difficult to capture these in one photo, AND Chester's (or BirdShack) names or logos are present, please include additional photos. Photograph the area whether or not Chester's/BirdShack branding is visible.
- Hot food case

  Provide a hot food case photo if not shown clearly in the counter area photo.
- Food and beverage packaging (for chicken and sides purchased and any that may be visible on counter)
  - Be sure any branding on the packaging is shown in the photo
  - Include food packaging, any exterior bags, and beverage cups in the photo
- TV menu board (if present)

  You must provide a clear picture of the entire menu board listing the available items.
- Any POP signage (if present)

Miscellaneous Branding: In addition to observing the specific signage and packaging provided in the sample branding guide, you are also required to browse the location to ensure no additional materials are displayed with Chester's (or BirdShack) names or logos. If so, please take photos of the branded item(s).

Look for fresh chicken, place order, and obtain a receipt

- Browse the interior to confirm if any fresh chicken products are being sold.
- Note the types and brands of any fresh chicken items being offered at the counter and if sides were present.
- If available, you must order any tender or bone-in chicken menu item, mac & cheese or mashed potatoes and a beverage from the counter. ($15 reimbursement)
- If these items are no longer available, purchase any food and beverage from the location. Obtain a copy of your receipt to upload with your report.

QUESTIONNAIRE

Shop date:
Start time:
End time:

Exterior

1. Were any Chester's Chicken (or BirdShack) roadside signs present at the location?
   - *Locations will likely have monument signs visible from the road. Upload your photos of both the front and back sides of any roadside sign and be sure any Chester's or BirdShack branding is shown if present.*
   - *If there were roadside signs without Chester's Chicken or BirdShack branding, select 'No'.*
   - *If there were no roadside signs at all, select 'N/A – no roadside signs'.*

[ ] Yes
[ ] N/A – No roadside signs
[ ] No

2. Were you able to capture a photo of all 4 sides of the building?
   Upload your photos of the sides of the building. Try to capture all 4 sides of the building if possible, including signage on the building.

[ ] Yes
[ ] No, only 2 sides
[ ] No, only 3 sides
[ ] No, only 1 side

3. Was a Chester's Chicken (or BirdShack) sign attached to the exterior of the building?
   Locations may have marquee or other permanent Chester's or BirdShack signs attached to the exterior. Upload a clear photo of these signs if not clearly captured in the building photos in Q2.

[ ] Yes
[ ] No

4. Was any Chester's Chicken (or BirdShack) branding on the storefront at all?
   Upload your wide-angle photo of the storefront.

[ ] Yes
[ ] No

5. Were Chester's Chicken (or BirdShack) window signs or clings present?
   Upload your photo(s) of any window signs or clings that were present if not captured in the photos for Q2 or Q4.

[ ] Yes
[ ] No

6. Was a Chester's Chicken street talker sign present?
   Upload your photo of the street talker sign if present and not already captured in the photos for Q2 or Q4.

[ ] Yes
[ ] N/A – BirdShack
[ ] No

7. Was any other exterior signage present with Chester's Chicken (or BirdShack) name or logo?
   If yes, upload your photo of any other exterior signage if not already captured in the photos for Q2 or Q4.

[ ] Yes
[ ] No

8. Additional comments on exterior signage:
   - *If for any reason, you could not capture one of the required exterior photos, please explain here.*
   - *If you had any issues with the exterior audit, please explain what happened.*
   - *Enter N/A if you have no additional comments.*

Interior – Counter, Menu & Service

9. Were you able to capture the hot food case and menu board in the counter area photo:
Upload your photos of the counter area, including the hot food case and the menu board if you were able to capture them. If there are multiple counters inside, this will be the area where prepared foods are ordered and purchased.

[ ] Yes [ ] No

10. Was a branded Chester's Chicken (or BirdShack) hot food display case present?
If yes, upload your photo of the hot food display case if not already captured in the photo for Q9.

[ ] Yes, was being used [ ] No
[ ] Yes, was not being used

11. Was a TV menu board present with Chester's Chicken (or BirdShack) shown anywhere on it?
If yes, upload your photo of the TV menu board if not already captured in the photo for Q9.

[ ] Yes [ ] No

12. Was interior Chester's Chicken (or BirdShack) POP present?
If yes, upload your photo of any POP signage present.

[ ] Yes [ ] No

13. Was any Chester's Chicken (or BirdShack) packaging present or being used?
If yes, upload your photo of the packaging that was being used or that was present.

[ ] Yes [ ] No

14. Were any fresh chicken products being sold at the counter?

[ ] Yes [ ] No

15. If yes, please list the type:
Please provide the kind of chicken you saw being sold (fried, grilled, sandwiches, etc.) and the brand if you are able to tell from signage/packaging. Enter N/A if No.

16. Were any fresh side dishes being sold at the counter?

[ ] Yes [ ] No

17. Was any other interior signage present with the Chester's Chicken (or BirdShack) name or logo?
If yes, upload your photo of the interior signage that was present if not already captured in the photo for Q10.

[ ] Yes [ ] No

18. Additional comments on interior signage, packaging, or products:
- *If for any reason, you could not capture one of the interior photos, please explain here.*
- *If you had any issues with the interior audit, please explain what happened.*
- *Enter N/A if you have no additional comments.*

19. Was the store no longer in business when you visited?

[ ] Yes [ ] No

20. Do you have a receipt or any storefront photo confirming the name of the location you visited?
Upload your receipt and any storefront photo confirming the name of the location you visited.

[ ] Yes, I uploaded the image(s) [ ] No, I do not have a receipt or storefront photo

21. If No, please explain why you do not have a receipt or storefront photo.
Enter N/A if you uploaded a receipt or storefront photo.