

WANT SOME
CHICKARON
WHY RAINBOW?



雞排本色

雞排本色品牌手冊

CHICKARON BROCHURE
OF INVESTMENT BRAND

RAINBOW
COLOURING
FRUITS AND
VEGETABLES

雞排界的馬卡龍

VERY NATURAL
COLORS



ABOUT

關於 雞排本色

2017年，台中霧峰街頭的一台攤車賣起了彩色的雞排，那是我們創業的第一年。我們堅持使用天然蔬果製作彩色麵衣，研發出既香脆美味、又天然的彩色雞排。

In 2017, a food cart on the streets of Wufeng, Taichung started selling colorful chicken cutlets, marking the beginning of our entrepreneurial journey. We insisted on using natural fruits and vegetables to create the colorful batter, resulting in crispy, delicious, and natural chicken cutlets.

在團隊夥伴的共同努力下，我們已經站穩腳步，準備開始讓台灣雞排的好味道繼續散播至全世界！

With the collective effort of our team, we have firmly established ourselves and are ready to spread the delicious taste of Taiwanese chicken cutlets worldwide!

2022年10月，我們在多倫多正式開幕海外第一間，讓世界也能品嚐到台灣小吃文化之一的炸雞排、讓享受不同的美食成為一種潮流體驗。

In October 2022, we officially opened our first overseas branch in Toronto, allowing the world to taste one of Taiwan's street food cultures - fried chicken cutlets. We aim to make enjoying diverse cuisines a trendy experience.



RAINBOW
RAINBOW
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RAINBOW

CAUTION HOT!



ABOUT

關於 行業市場

產品創新與特色 Product Innovation and Distinctiveness

強調台灣特有的地方美食，同時進行產品創新，將傳統美食與現代潮流相結合。這能夠為品牌贏得顧客的心，也有助於區分自己於競爭激烈的市場中。

Highlighting Taiwan's distinctive local cuisine while incorporating innovative ideas that blend traditional flavors with modern trends. This not only captures customer interest but also sets the brand apart in a competitive market.

後疫情時代趨勢 Post-Pandemic Trends

在疫情影響下，大型餐飲連鎖面臨資金困難，相反，以速食小吃為主的小型門市因其「低門面開支」和「低人工成本」表現更為韌性十足。創業者可以利用這一優勢，迎合市場的剛需。

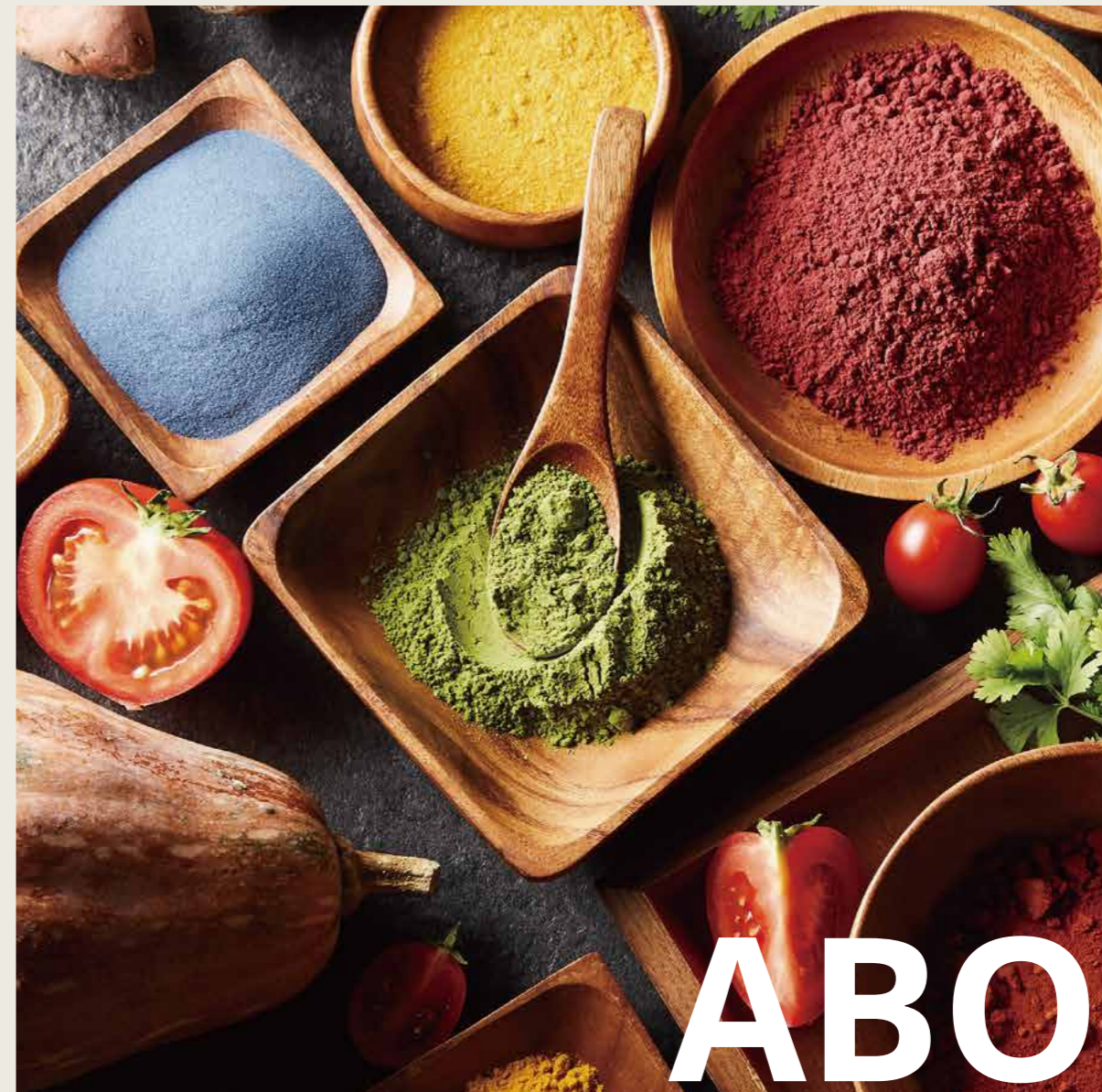
Amid pandemic challenges, smaller eateries focusing on fast food exhibit resilience due to their cost-effective nature. Entrepreneurs can capitalize on this advantage to meet essential market needs.

新經濟時代需求 Demands in the New Economic Era

由於疫情對經濟的衝擊，台灣消費者的可支配所得可能減少，更多人將注重價值表現。連鎖小吃品牌有機會滿足這一需求，提供高價值表現所需的產品，並因此吸引更多顧客。

With the pandemic's economic impact, Taiwanese consumers may prioritize value for money. Chain snack brands have the opportunity to address this demand by offering high-value products, attracting a broader customer base.

CAUTION HOT!



#RAINBOW COLOR
#CHICKEN CUTLETS

ABOUT

ABOUT

ABOUT



VERY FRESHLY
FRIED



食材 Ingredients

嚴格把關每項食材,選自本土台灣自養溫體雞保留更多甜味及水分
Carefully check on each ingredients Top selected chicken breast
from Canadian farm Retain the sweetness and be more hydrated

醃製 Special Spice

關鍵性綜合中西式醃料提升雞排肉質風味
Integration of eastern and western ingredients
Enhance the meat quality and flavor of the chicken breast

油溫 Oil Temperature

精準掌控烹調油炸的時間及油溫封存雞肉完美口感
Precisely control the frying time and oil temperature
preserve the perfect taste of the chicken

麵衣 Colorful Coating

顛覆傳統金黃色的麵衣萃取蔬果天然色彩成分
Subverting the traditional color of fried chicken
Extract natural color components of fruits and vegetables

OUR
PERSISTENCE



01

每日現做雞肉醃製調料

Daily freshly made chicken marinade seasoning

我們每天使用自家製調味料醃製，讓雞肉本身帶有辛香料香味，且軟嫩入味。

We marinate our chicken daily with our homemade seasoning for a spicy aroma and tender, flavorful meat.



02

雞胸肉仔細去筋、去油脂

Chicken breast meticulously deboned and defatted

我們的雞胸肉，每一塊皆仔細去骨去筋，讓享用雞排的您可以大口吃肉，無須擔心挑骨頭問題。

Our chicken breast is carefully deboned and tenderized, so you can enjoy your chicken cutlet without any worries about bones.



03

定時定溫油炸仔細監控油品質

Consistent frying, oil monitored

我們每日換油，每一片雞排皆定時定溫油炸，將鮮美肉汁緊緊鎖在外皮內。

We change oil daily, fry each cutlet at right temp, sealing juicy flavor inside.



04

秘製辛香料

Special blend of spicy seasonings

遞交雞排給您之前，起光後撒上秘製新香料，讓香氣隨著高溫完整釋放。

Before handing it to you, we sprinkle our secret seasoning on the hot chicken cutlet, letting the heat bring out its full spicy flavor.

ORANGE



TOMATO CHICKEN CUTLETS

番茄雞排

ORANGE COLOR

COMES FROM

FRESH TOMATOES



**CRISPY
TASTY
HOT**

MARINATE

使用秘製醬料醃製雞胸肉，每天新鮮現做，將雞肉完整拍打使其肉質軟嫩。
Marinated with our secret sauce, chicken breast is freshly prepared daily and tenderized to perfection.

STEP 1



COATING

堅持每天調製，根據不同蔬果色粉，調配完美比例粉漿，完整釋放蔬果自然香氣。
Daily preparation ensures a perfect mix of fruit and vegetable powders, releasing natural aromas.

STEP 2



STEP 3



FRYING

定時定溫油炸，完整鎖住雞排內的肉汁，在最肉質最美味的時刻送上客人手中。
Fried at precise temps to seal in juices, delivering the tastiest chicken at its best.

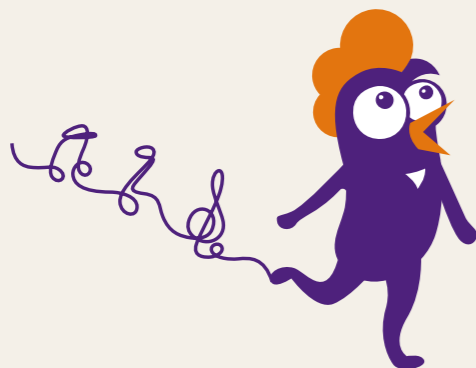


STEP 4



SEASONING

起鍋後立刻撒上秘製辛香料，讓香氣隨高溫釋放，完成鮮美多汁、讓人上癮的彩色雞排。
After frying, immediately sprinkle with secret spicy blend for addictive, juicy, colorful chicken.



NATURAL, FRESHLY CRISPY AND CHICKEN

經典雞排
CLASSIC CHICKEN CUTLETS



01
ORIGINAL RECIPE
本色復刻雞排



02
CRUNCHY
蛋香酥花雞排



03
HONEY SPECIAL SAUCE
獨傳蜜魯雞排

彩色雞排
NATURAL COLORING CHICKEN CUTLETS



01
ROSELLE
洛神花雞排



02
MATCHA
抹茶雞排



03
GARDENIA
梔子花雞排



04
MONASUS
紅麴雞排



05
TOMATO
番茄雞排



06
TURMERIC
薑黃雞排



07
PUMPKIN
南瓜雞排



08
BEETROOT
甜菜根雞排



09
PURPLE YAM
紫薯雞排



10
CUTTLEFISH
墨魚雞排



11
BAMBOO CHARCOAL
竹炭雞排

CHICKARON
Chicken Cutlets



JOIN US!

ABOUT

關於 行銷市場

專業滿足多樣口味 Professional Satisfaction for Diverse Tastes

自成立以來，Chickaron一直致力於持續創新，推出針對不同區域和門市類型的新產品。我們的使命是提供多樣化的產品選擇，確保門市適應能力和盈利能力，為持續成長和品牌發展打下堅實基礎。

Since inception, Chickaron has been dedicated to continuous innovation, introducing new products tailored for different regions and store types. Our mission is to provide a diverse product selection ensuring store adaptability and profitability, laying a solid foundation for sustained growth and brand development.

產品多樣性 Product Diversity

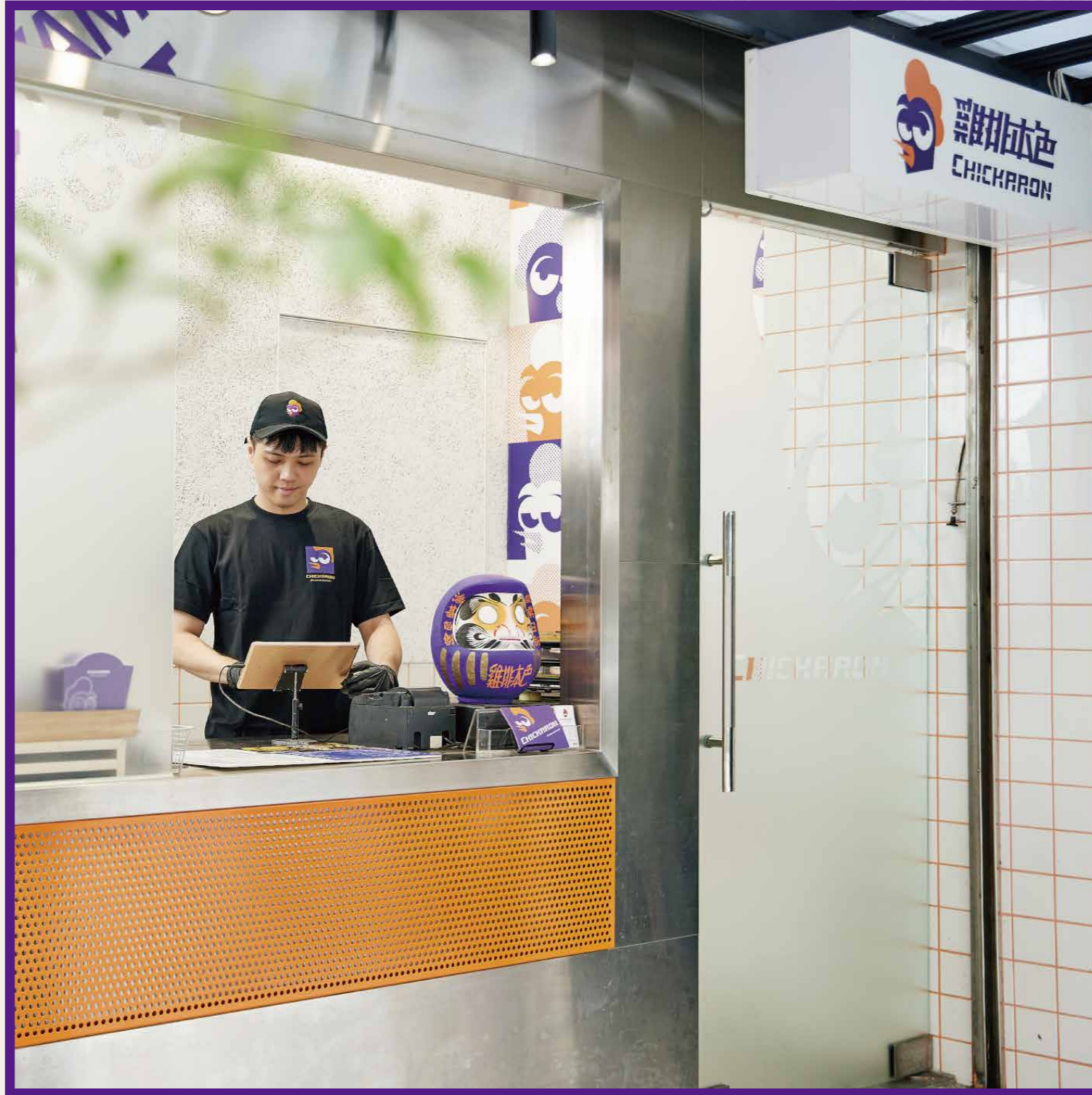
在Chickaron，我們以創新為動力，為消費者提供各種口味的產品。無論是傳統還是創新口味，我們的產品都能滿足每位顧客的需求。

At Chickaron, we thrive on innovation, offering a wide range of products to cater to various consumer preferences. From traditional to innovative flavors, our product lineup ensures every customer finds their preferred snack.

#BEST SERVICE

#TAIWANESE SNACKS





ABOUT

關於 地區市場

地區適應性 Regional Adaptation

Chickaron了解地區消費習慣和口味偏好的差異，因此我們提供符合當地文化和口味的產品，不論是在城市或鄉村、東南亞或西方國家。

Understanding regional differences in consumer habits and preferences, Chickaron customizes products to meet local tastes and cultural nuances, whether in urban or rural areas, Southeast Asia, or Western countries.

持續成長 Sustained Growth

Chickaron不僅注重產品質量，還重視合作門市的持續成長。通過合作，我們制定銷售策略和市場計劃，提高獲利能力和市場競爭力，建立長期合作關係。

Chickaron prioritizes not only product quality but also the continual growth of our partner stores. Through collaborative efforts, we develop sales strategies and marketing plans to enhance profitability and market competitiveness, fostering long-term mutually beneficial relationships.

RAINBOW!
RAINBOW!
RAINBOW!
RAINBOW!

WHY RAINBOW? WHY CHICKARON?

結論 Conclusion

在Chickaron，我們不僅是一個炸雞品牌，更是成長伙伴。
我們致力於持續創新，為消費者帶來美味驚喜，同時促進門市的持續成長和品牌發展。

At Chickaron, we are more than just a Fried food brand; we are partners in growth. With our commitment to innovation, we aim to bring delicious surprises to consumers while contributing to the sustained growth of our stores and brand development.

NATURALLY FROM 天然彩虹色
FRUITS AND VEGETABLES



STORE
STORE
STORE
STORE

CANADA
CHICKARON STORE

加拿大



PHILIPPINES CHICKARON STORE

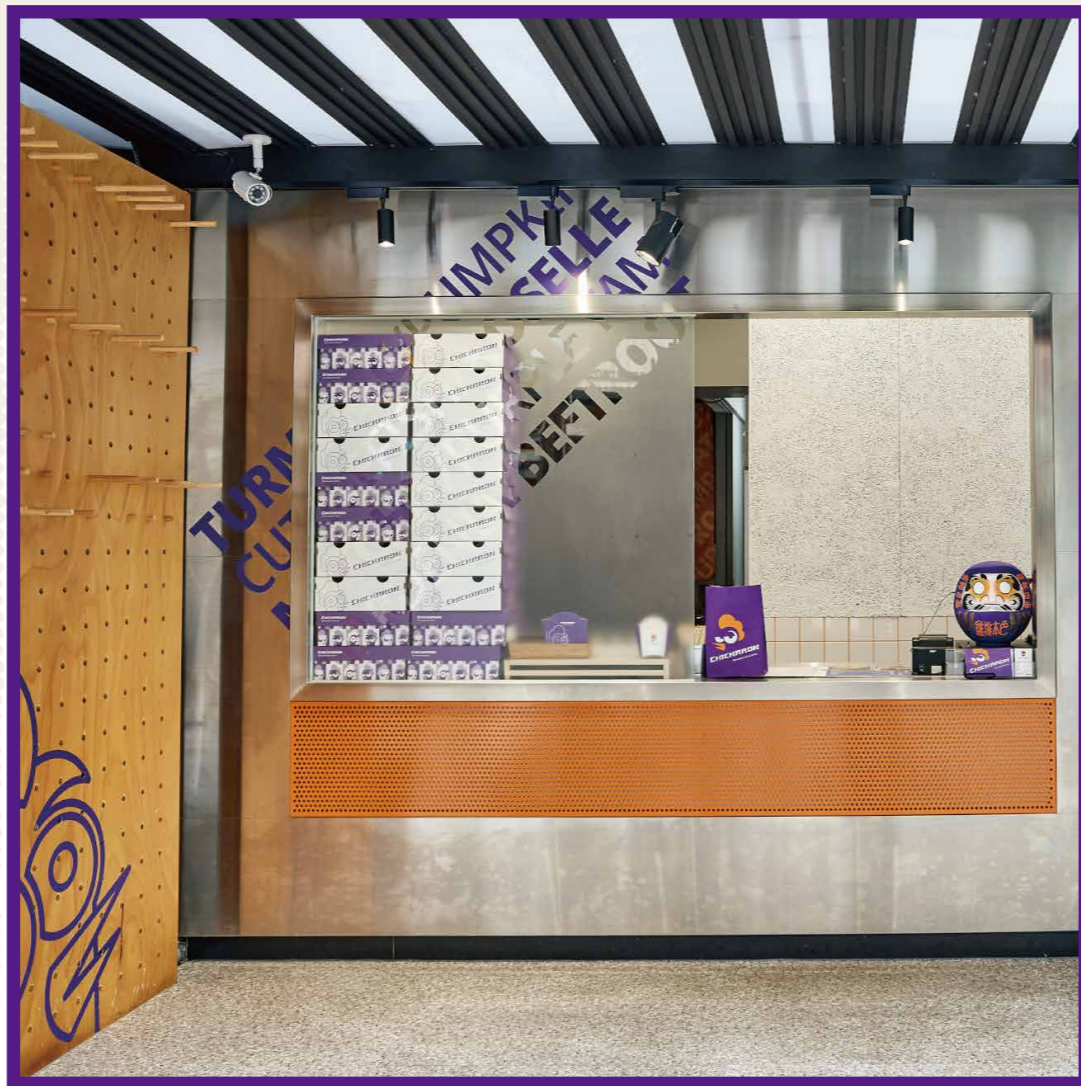
菲律賓



#RAINBOW COLOR #CHICKEN CUTLETS

STORE
STORE
STORE
STORE

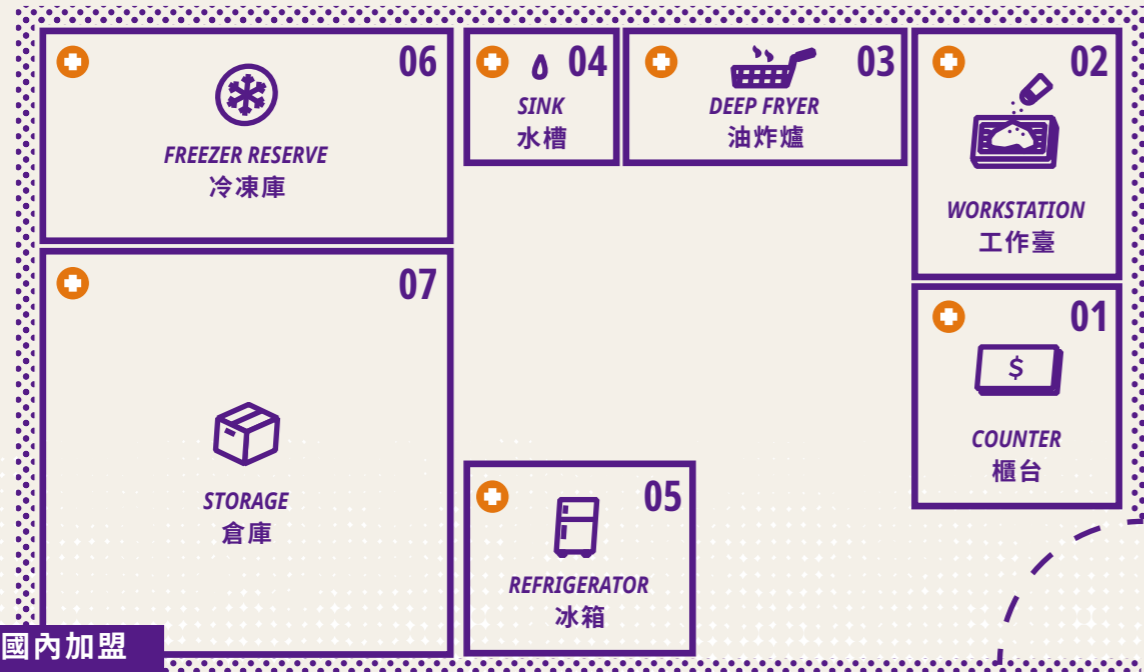
#RAINBOW COLOR
#CHICKEN CUTLETS



TAIWAN CHICKARON STORE

台灣





國內加盟

DOMESTIC FRANCHISE

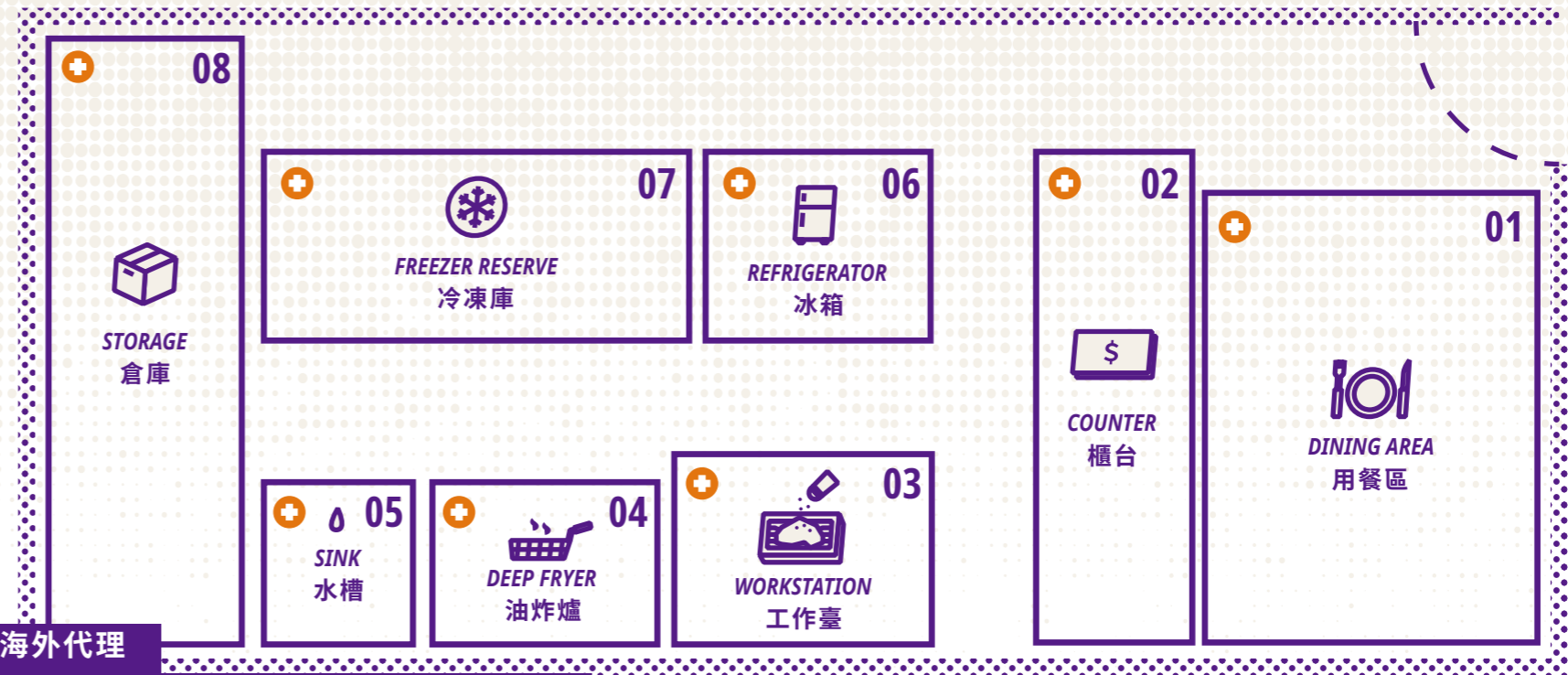
總坪數建議: 20 坪

OPERATION



ABOUT STORE SPACE

店鋪空間資訊

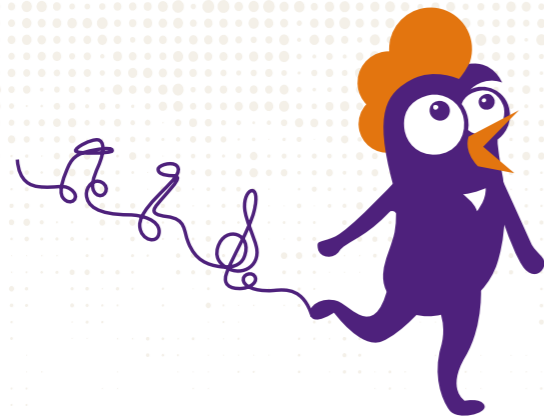


海外代理

OVERSEAS AGENT

SPACE SUGGESTION: 120 m²

PACKAGING



媒體道香報! 本色藏不住

MEDIA REPORT! CHICKARON CAN'T HIDE



#上班這黨事



#食尚玩

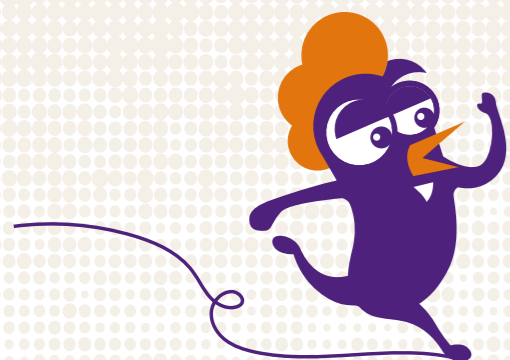


#愛玩客之老外看台灣



#中天新聞

QUAL, FRESHLY, CRISPY AND CRUNCHY



CHICKARON
Chicken Outlets



成為夥伴
FRANCHISE
PROCESSES

SEND THE PROPOSAL AND FORM

專人聯絡

企劃書與表單將寄送至heqi.015@gmail.com

STORE EXPANSION PLAN

討論展店企劃

SIGN THE CONTRACT

簽署備忘錄合約

EDUCATION AND TRAINING

安排教育訓練

安排企業培訓，時間大約為2週實店操作、1週實店操作

DECORATION AND GRAND OPENING

裝潢與開幕

協助規劃店面、裝潢設計，完成開幕營業作業

LE YAM / PURPLE

UNCHY CRUNC



CAUTION HOT!

HA / MATCHA / M

本色實業有限公司

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