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Shaquille O’Neal’s Big Chicken grows franchise with six new locations

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Boston, MA Big Chicken, the fast-casual chicken concept founded by Hall of Famer Shaquille O’Neal, is gearing up for significant growth in Mass. The brand has signed its latest agreement with QSR owners and operators. Martin Lachance, Barry Lattuca, Michael Scibelli and James O’Hanlon will bring an additional six Big Chicken locations to Boston, Metro West, Cape Cod and the Northshore regions.

With their background in various fields and experience in restaurant ownership, marketing, entertainment, and community involvement, the team is well-equipped to operate and shape Big Chicken restaurants. Their collective expertise will ensure that Big Chicken becomes a community focal point and representation of the brand. The team also owns two MOOYAH Burgers, Fries & Shakes restaurants, making Big Chicken their second venture as a group.

“Martin, Barry, Michael and James all understand that delivering an experience filled with BIG fun and BIG flavor to our guests is at the heart of Big Chicken,” said CEO Josh Halpern. “Knowing their background and where they all come from, I’m thrilled to see what they will collectively bring to the table with this expansion in Boston. And, it’s been great to see the excitement for the brand building in an area that holds a special place in my career journey too.”

“With a deep-rooted history in Boston and its restaurant scene, we are thrilled to venture into the exciting world of Big Chicken,” said Lattuca. “When we went for the discovery day, we knew it was the right fit because we truly love the product and the passion behind it. For us, it’s not just about the celebrity connection; it’s about the food. We can’t wait to expand the brand’s presence along the coast of Boston.”

The newest franchise agreement will add to the 300-plus locations in development nationwide for the brand. Big Chicken currently has locations open in Las Vegas; Los Angeles; Seattle; Houston; Gilbert, Arizona; Rosemont, Illinois and in the Dayton, Ohio region, as well as in metro-New York’s UBS Arena, The Comcast Center in Philadelphia, The Moody Center in Austin, the Footprint Center and ASU’s Mullett Arena, Palm Springs’ Acrisure Arena, St. Louis’s Busch Stadium, Kansas City International Airport and on three Carnival Cruise ships.

Along with O’Neal, the championship pedigree behind Big Chicken includes a pair of powerful ownership group partners, including:

Authentic Brands (ABG), a brand development, marketing and entertainment company, which owns a portfolio of iconic and world-renowned brands including Sports Illustrated, Elvis Presley and Reebok.

JRS Hospitality, Las Vegas' leading restaurant group with a reputation for hosting top tier parties, private dining and corporate gatherings at its iconic venues such as Cabo Wabo, Alexxa's, and Beer Park.

The franchise investment has been designed to align with multi-unit investors who want to become part of Shaquille's team. With significant interest from new owners, franchise investors will have the advantage to join a brand on the cusp of worldwide expansion.

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