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Big Chicken food truck to debut at Wrentham Outlets in 2024

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Wrentham, MA After making its debut in Metro Boston, Big Chicken is headed to the midway point between Boston, Providence and Worcester to join the open-aired, premium shopping mall in Wrentham. Crowned as the industry’s “Top Mover & Shaker” by FastCasual.com, both the restaurant and the brand’s first-ever food truck will be in the Wrentham Village Premium Outlets. The food truck is set to debut in late 2024 ahead of the planned store opening in mid-2025.

“Our team has closely watched the explosive growth of the chicken industry, and we knew that bringing Big Chicken’s bold and unique flavors to Wrentham would be our first priority,” said Barry Lattuca, co-owner of the Big Chicken planned for Wrentham. “We’re honored to not only open our doors here but also launch our brand’s first-ever food truck, giving the community even more ways to try Shaquille’s childhood favorites like Uncle Jerome’s Nashville Hot sandwich.”

The upcoming Big Chicken location is one of six planned under an agreement with a group of accomplished entrepreneurs: Barry Lattuca, Michael Scibelli, Martin Lachance and James O'Hanlon. Together, they form a powerhouse team, with Lattuca leading day-to-day operations, Scibelli and O'Hanlon managing financial oversight, and Martin handling all back-of-house operations.

Lattuca brings over 15 years of experience in the QSR industry, including owning and managing multiple locations, and currently operates a MOOYAH Burgers, Fries and Shakes franchise with Martin. Scibelli, a seasoned sales trader with 15 years at Morgan Stanley, ventured into the hospitality industry by partnering with O'Hanlon, who owns multiple bars and restaurants in New York City and operates a construction company that builds many of his establishments. Lachance also owns an IT company and will manage the IT operations for the new Big Chicken location.

Big Chicken has more than 40 locations open in traditional and non-traditional restaurant settings and an impressive pipeline of more than 350 units in development. The brand fuses O'Neal's home-cooked childhood favorites with today's trending flavors. Offerings at the Wrentham Premium Outlets will include The Original Big Chicken sandwich, Uncle Jerome's Nashville Hot (Nashville Hot Chicken, lettuce, mayo and pickles), and The Ultimate (mac & cheese, crispy fried onions and roasted garlic BBQ aioli), along with the crispy crinkle cut fries and delicious ice cream milkshakes.

"We brought Barry, Michael, Martin, and James into the Big Chicken family about a year ago, and their passion for the brand has been clear from the start," said Josh Halpern, CEO of Big Chicken. "We're excited to work with them on launching our first-ever food truck and serving BIG smiles along the 495 Corridor. Their combined commitment to hospitality and continued innovation is exactly what we're looking for in the operators bringing Shaquille's family business to new communities across the country."

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