

CHICK'N CONE

A BUSINESS RE-BRAND

BY BLAKE TAYLOR



COMPANY OVERVIEW

**CHICKEN SHOP THAT BRINGS A FUN,
ICE-CREAM-STYLE TWIST TO REGULAR
FRIED CHICKEN.**

**FOUNDED IN 2011 WITH AROUND 30
STORES BETWEEN THE USA, CANADA
AND THE UAE**

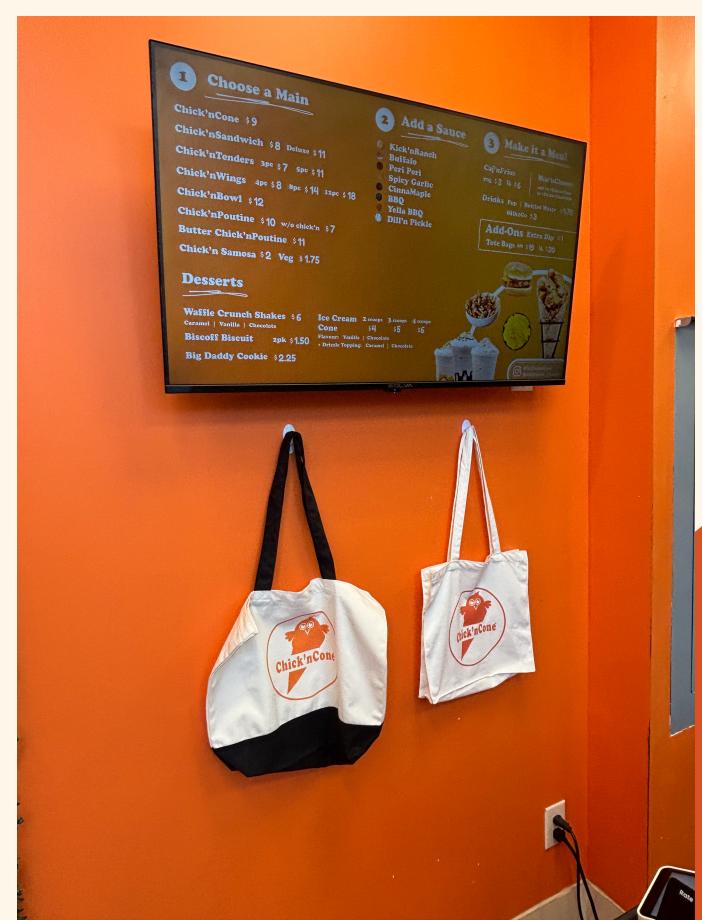
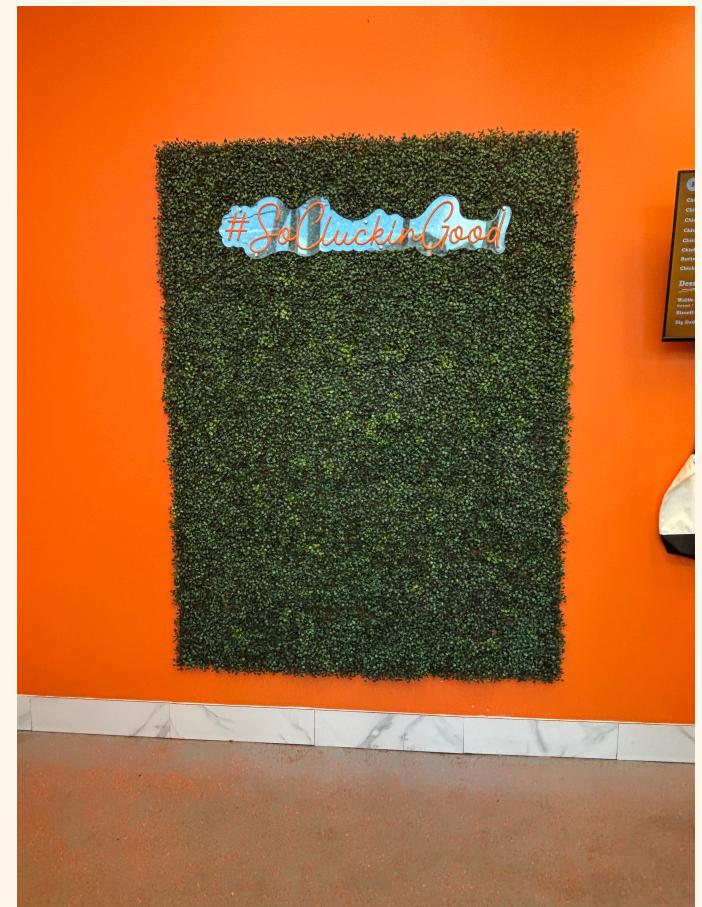
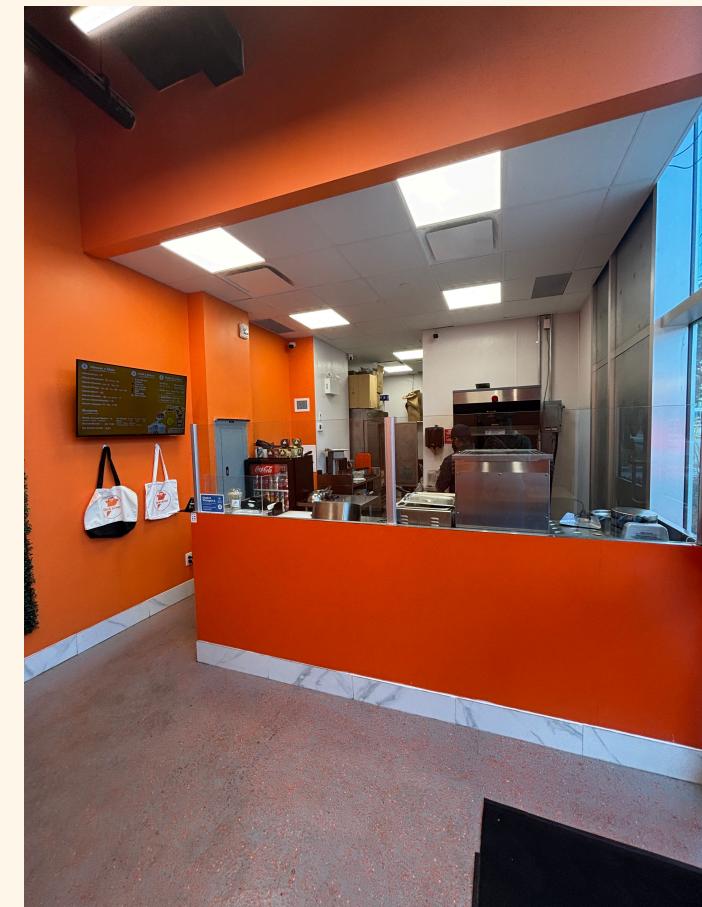
**SIGNATURE PRODUCT IS SAUCED
CHICKEN BITES IN A WAFFLE CONE**

**STARTED AS A FOODTRUCK BEFORE
BECOMING A FRANCHISE**

**RELATIVELY UNKNOWN - ESPECIALLY IN
CANADA**



CURRENT
STATE





Chick'nCone

Chick'nCone Waterloo | Canada
Handheld Chicken & Waffle Cone





**Serving now at our first-ever Canada location:
Chick'nCone Waterloo 🇨🇦 🎉**

Hours

Friday & Saturday | 12:00 – 11:00 PM
Sunday & Monday | 4:00 – 10:00 PM
Tuesday, Wednesday & Thursday | 12:00 – 10:00 PM

Location

203 Albert St. Waterloo, ON N2L 3T4
519-804-2664



[View larger map](#)

Our Menu

Order Now: Chick'nCone Waterloo

[DoorDash](#) [UberEats](#) [Skip The Dishes](#) [Pick Up](#)

Mains



Chick'nCone
Crispy chicken tossed with your favorite sauce and served in a hand rolled waffle cone.



Chick'nSandwich
A toasted brioche roll filled with Chick'nTenders coated with your choice of sauce.



Chick'nTenders



Chick'nBowl
A bed of fries topped with Mac'nCheese, chopped Chick'nTenders, and your choice of sauce.

TIME FOR A
RE-BRAND

THE
BIG
IDEA



THE BEST
WAY
TO EAT
CHICKEN



**THE BEST PART ABOUT THIS BUSINESS, IS
HOW UNIQUE IT'S PRODUCT IS. IT'S
DIFFERENT AND UNORTHODOX, WHICH IS
EXACTLY WHAT OUR RE-BRAND SHOULD
LEAN INTO. BY ESTABLISHING OURSELVES
IN OUR DIFFERENCE, WE CAN OUTSHINE
OTHER CHICKEN FAST FOOD BUSINESSES
AND CREATE A MARKET OF OUR OWN.**

A BUSINESS WITH SUCH A UNIQUE PRODUCT
DESERVES A BRAND THAT REFLECTS IT.

**GEN Z AND ALPHA ARE ALWAYS LOOKING
FOR FRESH NEW EXPERIENCES.
WE'LL BE THERE TO MEET THEM AT
LUNCHTIME.**

**OUR BRAND TAKES CHICKEN AND DELIVERS IT
IN THE UNIQUE STYLE OF A CONE.**

IT SHOULD FEEL...

CRAZY BUT COMFORTABLE

FUN BUT SIMPLE

NEW BUT FAMILIAR

WRONG BUT SO RIGHT

A MUCH
NEEDED

CHANGE

NAM

E

G

Chick'nCone → LOCO CONE

OUR BRAND IS DESERVING OF A NAME THAT ROLLS OFF THE TONGUE. LET'S SHORTEN THINGS UP, DROP THAT PESKY APOSTROPHE, AND LET CUSTOMERS KNOW OUR FOOD IS CRAZY GOOD.

LET'S PRESENT OUR NEW NAME IN A FONT THAT'S SIMPLE AND MODERN. NO MORE OUTDATED SERIF BUBBLE TEXT!

AND NOW
FOR A

NEW
LOGO



OLD



UPDATED



**SIMPLE
BUT
NUANCED**

SPELLING IT OUT



LOCO CONE



LOCO CONE

A MATTER OF

PERSPECTIVE



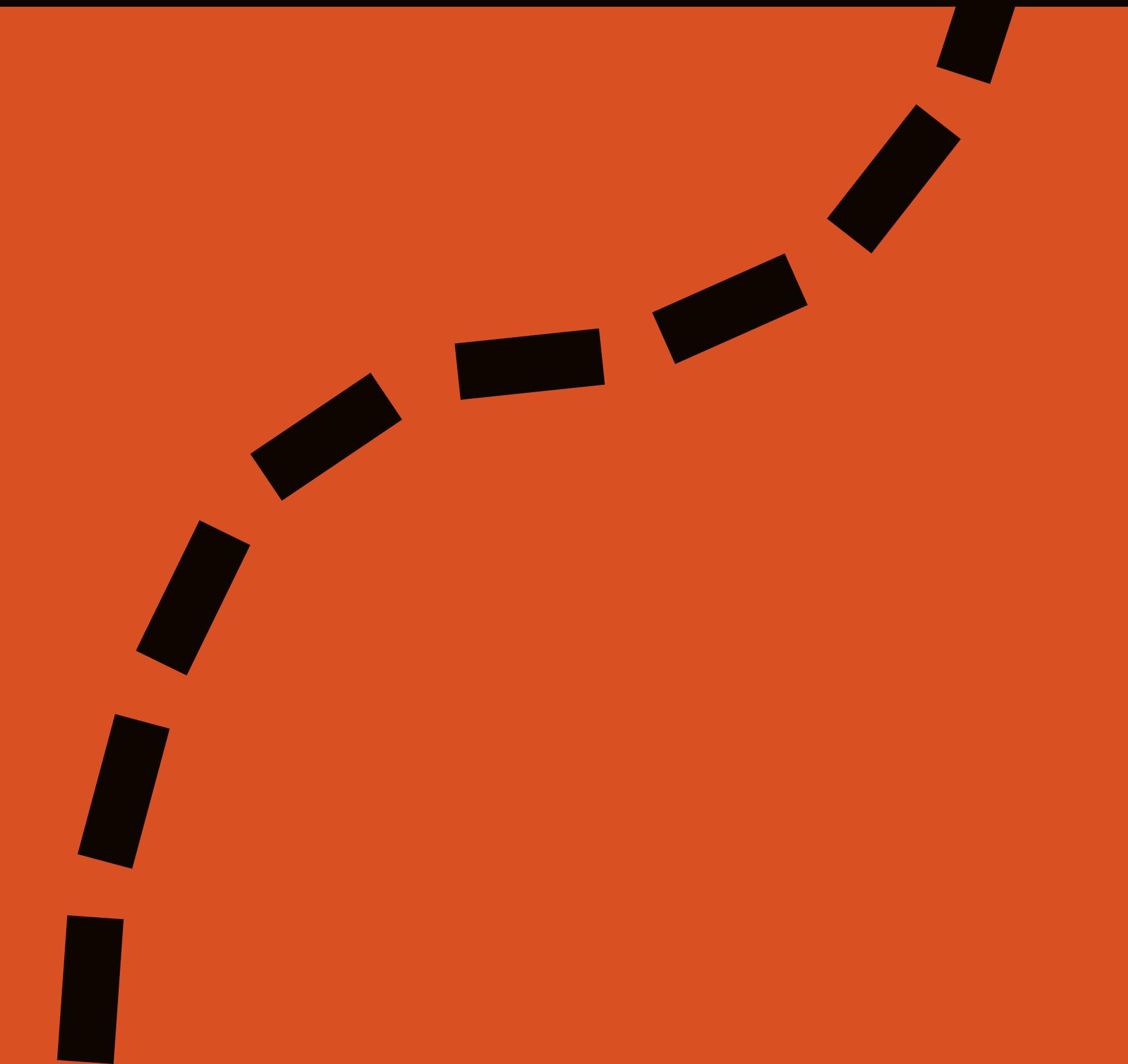
**SOME CUSTOMERS MAY
SEE THE HEAD OF A
CHICKEN.**

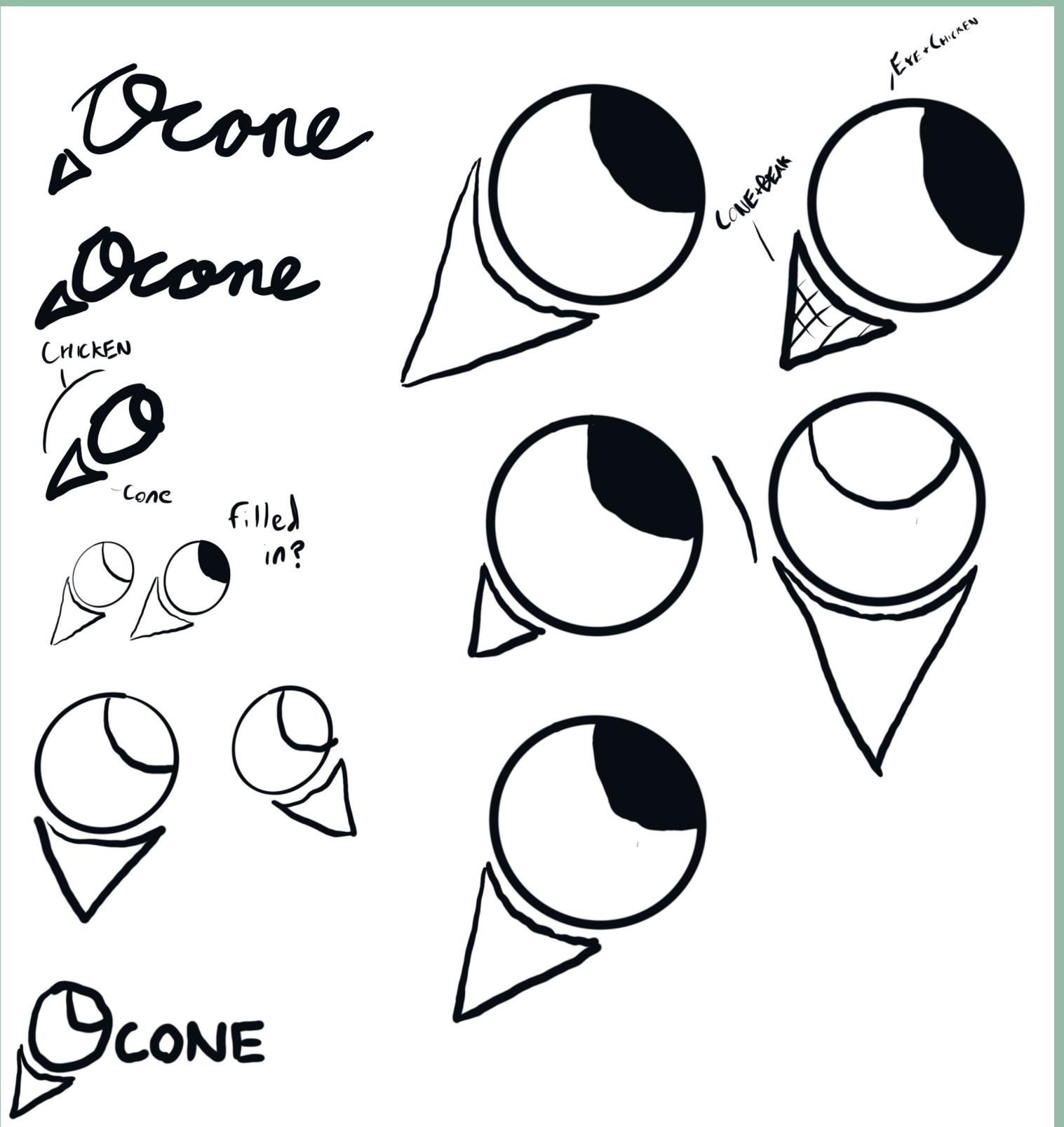


**OTHERS SEE OUR
SIGNATURE HOT
STEAMY CONE,
DRIPPING WITH SAUCE.**

THE JOURNEY...

**ARRIVING AT THIS LOGO
WASN'T EASY. EARLY IDEAS
STARTED WITH SKETCHING.
THE BEST SKETCHES
BECAME DIGITAL THROUGH
THE POWER OF AI AND THEN
WERE TWEAKED ON ADOBE
ILLUSTRATOR. NEW
FEATURES WERE ADDED ON
EACH STEP OF THE JOURNEY
- SLOWLY IMPROVING UNTIL
WE MADE IT TO OUR FINAL
DESTINATION.**





Loco Cone

LOCO CONE

Locolone

A hand-drawn diagram of a cone. The word "cone" is written vertically along the right side of the cone's surface. At the top of the cone, the word "base" is written above a horizontal line segment. At the bottom of the cone, the letter "c" is written below a horizontal line segment. A curved arrow at the bottom left points towards the cone, with the word "cone" written above it.

Loco Cone

CHICKEN
HEAD + WAFFLE CONE

A simple line drawing of a chick's head and wattle. The drawing consists of a large circle for the head, a smaller circle for the eye, and a downward-pointing triangle for the beak.

6

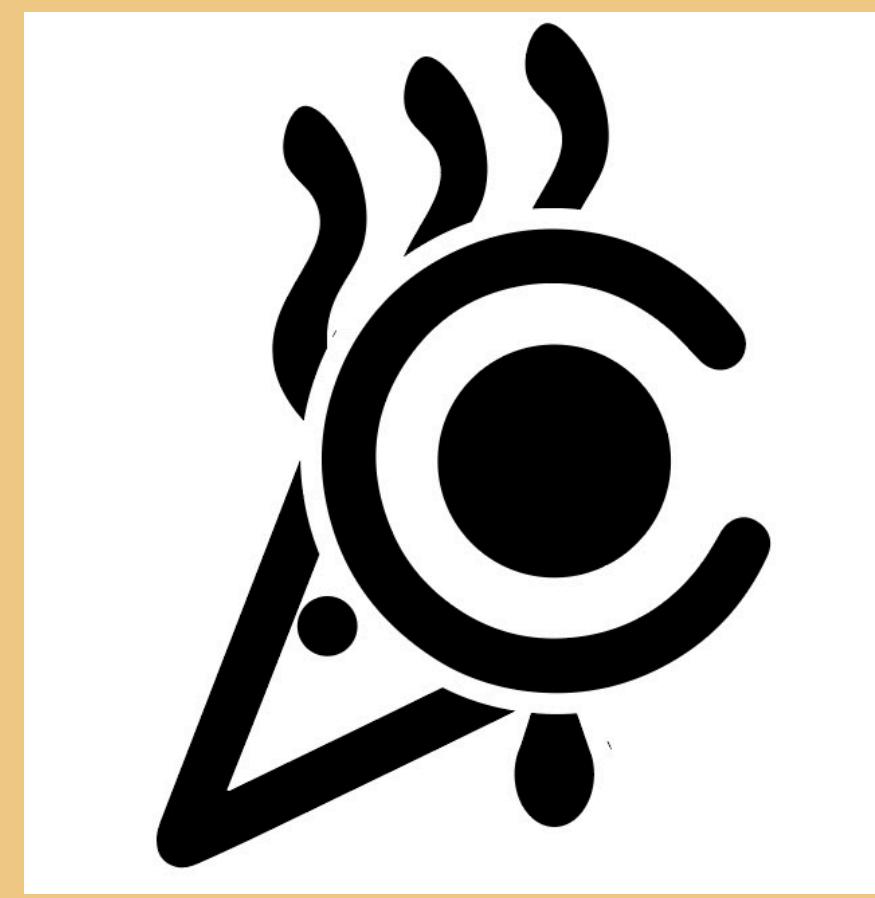
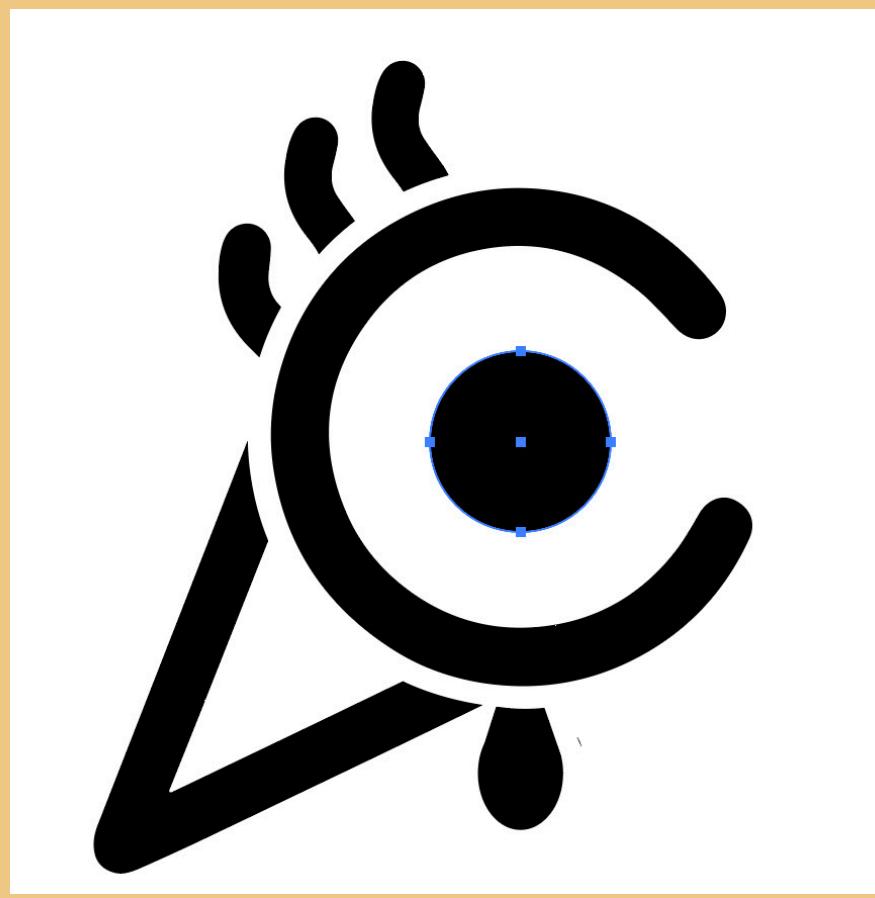
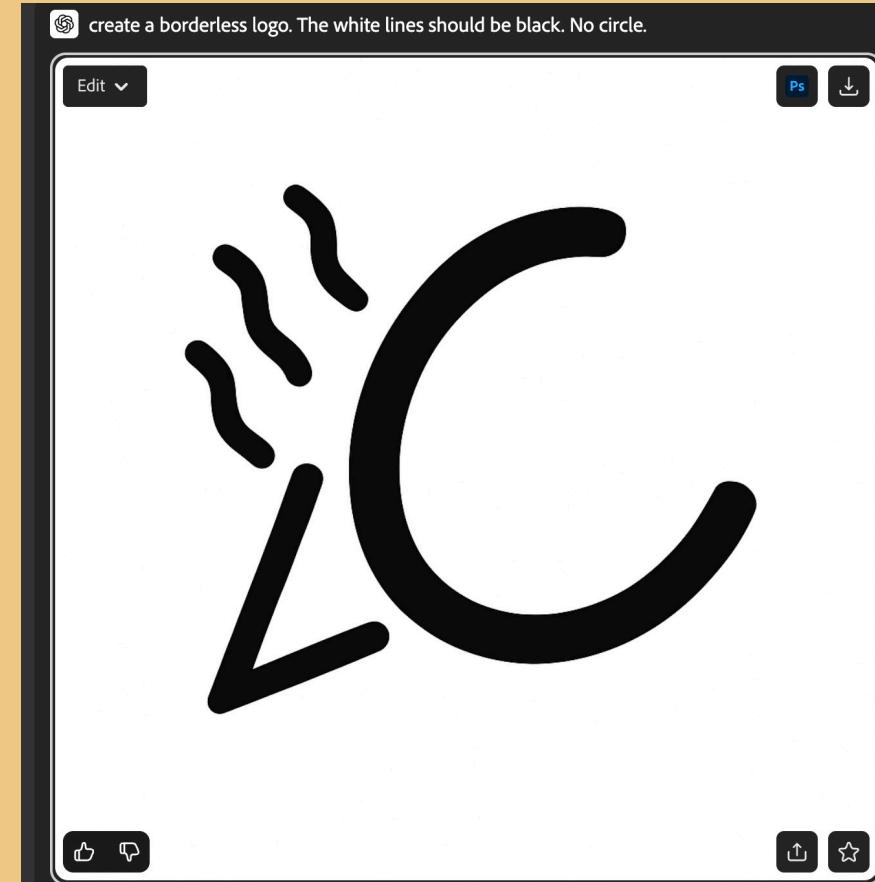
A white, hand-drawn style icon of an eye, consisting of a large circle with a smaller circle inside, and a single line extending from the bottom-left corner of the frame.

LOCO CONE

COMB

No EYE?

BETTER CURVE CONE
TO MIMIC





HOW ABOUT
A

NEW
WEBSITE?

FIGMA LINK

LOCO CONE

Home Menu Order About Contact

LOCO CONE

Welcome!

Here at Loco Cone we put a twist on your average chicken lunch! While it might be the last way you expect to eat chicken, you'll quickly learn that it's the best way. With locations around the USA, Canada, and the UAE, you might be a quick skip a way from your new favourite food. [Take a look!](#)

Find a location near you!

Enter location...

Nearest location
203 Albert St, Waterloo, ON N2L 0K6
Located in: 203 Albert Street
Temporarily closed

FAQ

What is it? > Do you deliver? >
Is the food halal? > Can I franchise? >

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LOCO CONE

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MENU

Mains Sides Sauces Dessert

Mains

Loco Cone: Our signature chicken bites in a waffle cone. Your choice of sauce. Take a walk and eat!
Loco Sandwich: The best chicken served a more traditional way - between two buns. Comes with pickles and your choice of sauce.

Loco Bowl: Feeling Canadian eh? Try our chicken in a saucy poutine!
Loco Tenders: 4 or 8 strips of our classic chicken. Comes with your choice of dipping sauce.

Sides

Loco Fries: Classic french fries seasoned to perfection.
Loco Mac: Can't go wrong with a little macaroni and cheese!
Loco Corn: Corn off the cob - seasoned and buttery deliciousness.

Sauces

CINNA-MAPLE, YELL BBQ, PERI PERI, LOCO RANCH, BUFFALO, BBQ

Dessert

Waffle Crumble Shakes: Caramel, Chocolate, and Vanilla. House-made milkshakes with whipped cream and waffle crumble on top!

Is your mouth watering yet?

Order Now

Photos from [thechickncones.com](#) - All Rights Reserved. Website Design by Blake Taylor

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ABOUT US

Our Beginnings

We originally started as a small food truck in 2013 on the streets of New York. Back then we were called Chick'nCone. We started with only our signature cone on the menu, and it's only gone up from there.

A bright orange food truck with "Loco Cone" branding.

Look at us now

We've grown to have a large number of locations around the USA, Canada, and the UAE. We're expanding every year, and hope to come to new countries and reach those who are yet to try our delicious food.

Two maps showing the global expansion of Loco Cone locations.

Meet our founders

Josh Lanier and Jonathan Almanzar, the founders of Loco Cone.

Josh and Jonathan both have a love for food and started this place with the same vision. Chicken - the easy and fun way. They are both very charming people and great cooks!

A storefront with a red sign that says "CHICKEN BITES IN WAFFLE CONES".

Actual founders not pictured. - All Rights Reserved. Website Design by Blake Taylor

LOCO CONE

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CONTACT

Contact a Store Franchising

Find a Store Enter location...

Atlanta
Memorial Drive Unit 1 Atlanta, GA
lococoneatlanta@gmail.com
510-623-0126

Casper
211 S Montana Ave STE 104 Casper, WY
lococonecasper@gmail.com
510-623-0126

Dallas
2656 Main St, Suite 140 Dallas, TX
lococonedallas@gmail.com
510-623-0126

Deira
City Center Deira, UAE
lococonedeira@gmail.com
510-623-0126

Jersey City
586 Newark Ave., Jersey City, NJ
lococonejersey@gmail.com
510-623-0126

Philadelphia
3216 N Broad Street Philadelphia, PA
lococonephiladelphia@gmail.com
510-623-0126

Toronto
100 Queen St W, Toronto, ON
lococonetoronto@gmail.com
510-623-0126

Waterloo
203 Albert St. Waterloo, ON
lococonewaterloo@gmail.com
510-623-0126

Franchising

Interested in joining our legacy? Apply to run a franchise below.

Franchise Application

The Loco Cone logo, featuring a stylized orange and yellow graphic of a cone with a flame.

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SLO

"NO FORK.
NO BONES.
NO MESS."

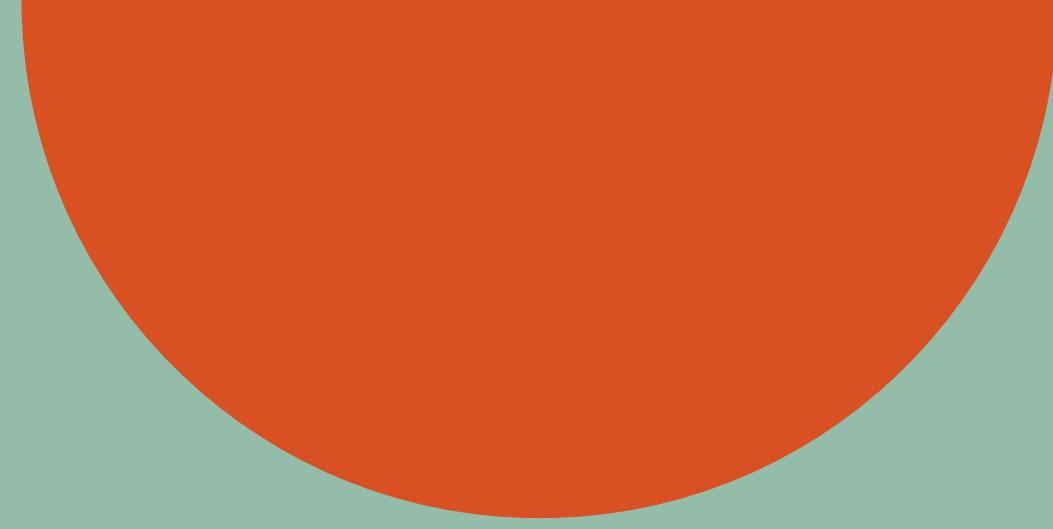
"BREAKING THE
RULES HAS
NEVER TASTED
SO GOOD."

GANGS

WE NEED A

SOCIAL

CAMPAIGN



**ADVERTISEMENTS ON LOCAL RADIO TO
PROMOTE FRANCHISE LOCATIONS**

**GEN-Z AND ALPHA TARGETED POSTS ON
INSTAGRAM AND TIKTOK**

**NEW VISUALLY PLEASING STOREFRONTS THAT
MAKE CUSTOMERS WANT TO COME IN**

WE DON'T HAVE ENOUGH LOCATIONS TO DO AN EXTREMELY BROAD CAMPAIGN. START LOCAL IN THE CITIES WHERE WE HAVE STORES WITH RADIO ADS. BUILD A GOOD REPUTATION WITH OUR STOREFRONTS, AND DEVELOP A CUSTOMER BASE FOR OUR FOOD. MEANWHILE A HIP SOCIAL MEDIA PRESENCE WILL DRAW IN GEN-Z CUSTOMERS TO THE LOCATIONS WE HAVE, AND LEAVE THE ONLINE WORLD WAITING FOR WHEN WE COME TO THEIR CITY.

ADVERTISEMENTS

Suspenseful Social Media Advertisement

Television Advertisement

Upbeat Social Media Advertisement



MOCKUPS

LETS TAKE A LOOK







LOCO CONE

THE LAST
WAY YOU'D
EXPECT TO
EAT CHICKEN





SEE
YOU
AT

