

Guiltless fried chicken and beer

Restaurant Name & URL

ChiccaChiccaFries
Chiccafries.com

Food & drink

Fried chicken fried with sunflower seed oil. Or without oils in the process.

- *Original flavour*
- *Spicy flavour*
- *Low fat cheese flavour*

Drinks

- *Low calorie beer*
- *No calories spirits*

Location

Bangkok, Thailand, Town in Town area where the old houses are renovated as designer, architect and agency office.

Main target audience

- *Business people : Mostly designer, marketing agency and architect.*

Cost

Moderate : a bit above average of typical fried chicken franchise.

Elevator pitch

Got a feel of fried chicken without feeling guilty the next day.