

## Ancho Honey Pitch

0:00

my name is Malcolm I opened Nao honey in

0:02

2019 with a simple belief that regular

0:05

people could have good highquality food

0:08

at a price that would make them have to

0:10

miss a car

0:21

payment we opened our restaurant in my

0:23

hometown of tenant Harbor in a

0:25

75-year-old farmhouse that really

0:27

quickly started to feel the strain of

0:29

the volume of C customers we were

0:30

bringing in each week especially on

0:32

Sundays when we make our signature fried

0:34

chicken sandwiches if you follow us on

0:36

social media you already know that these

0:37

sandwiches have become a whole thing and

0:41

for good reason we hand debone whole

0:44

chicken thighs leaving the skin on so

0:46

that they stay super crunchy when we

0:48

cook them then we dress them in an array

0:50

of our unique sauces and toppings like

0:53

our Nashville hot that's dredged in pure

0:56

cayenne and then finished with a cooling  
0:58  
blast of Alabama white barbecue sauce  
1:00  
that we make in house or my favorite the  
1:02  
Stinger which is tossed in a 50/50 blend  
1:05  
of hot honey and barbecue sauce and then  
1:08  
finished with a creamy jalapeno cream  
1:09  
cheese sprad these sandwiches have  
1:11  
become such a hit that we've had to set  
1:13  
a cap on how many we're able to produce  
1:15  
in our Tiny Kitchen each week we have  
1:17  
the staff and equipment to produce just  
1:18  
100 of these each Sunday and we urge our  
1:21  
customers who sometimes travel from  
1:22  
hours away to order as far ahead as they  
1:25  
possibly can we sell out every single  
1:28  
Sunday sometimes in a matter of hours  
1:30  
our record is hitting soldout status  
1:32  
just 84 minutes after opening thanks to  
1:35  
lots of attention from local media lots  
1:37  
of Award nominations and lots of shout  
1:40  
outs on social media from some really  
1:41  
prominent really talented  
1:47

chefs we love chicken Sando Sunday not  
1:49  
just because it's our most popular day  
1:51  
of the week but also because it's our  
1:53  
most profitable featuring our highest  
1:55  
margin product and a cooking method that  
1:57  
allows us to bang out big numbers really  
1:59  
really quickly  
2:00  
so we got to thinking what if we took  
2:02  
our signature fried chicken sandwiches  
2:04  
and spun them off into their own brand  
2:06  
new restaurant and what if we built that  
2:07  
restaurant from the ground up to our own  
2:10  
specifications in a location more easily  
2:13  
accessible to the people that love us  
2:14  
the  
2:28  
most  
2:31  
I've recently signed a lease here inside  
2:33  
this old Chinese restaurant in Thomason  
2:35  
Maine if you're local you probably  
2:37  
recognize it but  
2:40  
yeah I own that sign I own a three burner  
2:43  
walk stove that I'm not sure even works  
2:46

I own about a decade's worth of Grease  
2:49  
bad electrical faulty plumbing and a  
2:51  
super sketchy bathroom but this is where  
2:54  
this spring I'm going to open our newest  
2:55  
restaurant Honey's Fried Chicken  
2:58  
Palace so now now I've got just a few  
3:00  
months to turn this neglected hole in  
3:02  
the wall into a space as beautiful as  
3:04  
our fried chicken sandwiches and I need  
3:07  
your help this isn't your average  
3:09  
crowdfunding Venture where I beg my  
3:11  
friends to kick me a few dollars in  
3:13  
exchange for a sticker or a t-shirt  
3:15  
instead restructuring this as a real  
3:17  
investment an opportunity to buy into  
3:19  
Honeys and earn a real return on your  
3:21  
hard-earned cash seriously we've had to  
3:24  
file paperwork with the SEC and  
3:27  
everything we've partnered with mainvest  
3:29  
website that helps entrepreneurs find  
3:31  
investment dollars right in the  
3:32  
communities they serve with the idea  
3:34

that it's always cooler to pay interest  
3:36  
back to your own customers instead of to  
3:38  
the big Banks you can invest in our new  
3:40  
restaurant for as little as  
3:42  
\$100 and mainvest will handle all the  
3:44  
details cutting you a check each quarter  
3:47  
until you've hit a fixed return on your  
3:49  
investment and what I like about this  
3:51  
the most is you'll be as invested as I  
3:53  
am in seeing this business succeed since  
3:55  
the better we do the faster you'll earn  
3:57  
a return on your investment  
4:08  
look we love dreaming up and making the  
4:11  
best fried chicken sandwiches in the  
4:12  
county and our customers seem to love  
4:14  
eating them in fact our popularity  
4:16  
usually exceeds our capacity to  
4:19  
produce I think you'll agree that taking  
4:21  
our most profitable most popular product  
4:24  
and spinning it off into an entirely new  
4:26  
restaurant in a town with a much heavier  
4:29  
more consistent flow of traffic just  
4:31

makes good sense and I hope you'll join  
4:33

me in bringing Honeys to life thanks for  
4:36

listening and I can't wait to do this  
4:42