

# POPULOUS®

# CHICKEN N PICKLE

## PICKLEBALL ENTERTAINMENT CONCEPT “CHICKEN N PICKLE” RAMPS UP EXPANSION, UNVEILS NEW PROTOTYPE IN PARTNERSHIP WITH GLOBAL DESIGN FIRM POPULOUS

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*Casual, Chef-Driven Restaurant, Bar, Indoor-Outdoor Sports Entertainment Concept Pairs Spirited Design with Fastest Growing Sport in America*

**Kansas City, MO** – April 25, 2022 – Chicken N Pickle, the unique, indoor/outdoor entertainment complex combining a casual, chef-driven restaurant and sports bar with pickleball courts and a variety of yard games, has developed a new brand style, design and architectural prototype to help propel it from nine locations to more than 20 in the next two years.



Created by global design firm Populous – the team behind iconic sports stadiums like Camden Yards and Yankee Stadium, arenas like Climate Pledge Arena, and experiences like the Olympics, Super Bowl and MLB at Field of Dreams – the new brand and design pay homage to the “farmstead” roots of Chicken N Pickle and bring people together around America’s fastest growing sport. Led by Populous’ Design team, the project encompassed the visual and design elements of the brand, as well as the interior design and overall architecture, which will be unveiled at the company’s St. Charles outpost late in 2022 or early 2023.

“Our mission is to provide an atmosphere that fosters fun, friendship, and community and our collaboration with Populous has given us a design that enhances the experience for everyone,” said Bill Crooks, Chief Experience Officer of Chicken N Pickle. “The new design reflects our core values, including our commitment to sustainably source our food from area family farmers – hence the rural barn vernacular modernized to reflect the low tech/high touch spirit of our brand. Populous, a firm known for its expertise in bringing people

together around sport and entertainment, has perfectly captured our essence and our ambition in a brand and design standard that will contribute positively to every community we serve.”

Founded in North Kansas City, MO, in 2016, Chicken N Pickle today welcomes more than 700,000 visitors a year to each of its six operating locations (with three more announced and in development). Complexes feature as many as 12 pickleball courts, an expansive lawn/performance/picnic space, a chef-driven casual restaurant, sports bar and private dining/entertaining spaces ideal for corporate gatherings and private events.

Pickleball – a sport which grew in 2021 to 4.8 million players in the US, for a two-year growth rate of 39.3% -- is the heartbeat of the complex. Populous, with its deep expertise in future-thinking sports architecture and design that gives spectators and visitors elevated experiences in sustainable design, was ideally suited to tackle the rebrand, the interior concept, the architecture and the synthesis of all uses and goals in one environment. In addition to sport, entertainment, fellowship and dining, the design needed to reflect Chicken N Pickle’s commitment to community and to philanthropy.

“Chicken N Pickle turned to us for our in-depth knowledge of hospitality at all scales, and our ability to incorporate their brand values into the expression of each and every visual and experiential facet of the restaurant – from the logo to the architecture,” said Populous principal Mason Paoli. “We are really proud of our partnership, helping Chicken N Pickle take their smashing success into the future with refined interiors, intentional messaging and atmosphere, and people-friendly design. Together, we are raising the standard for the visitor experience.”

Chicken N Pickle has become a wildly popular destination for families, young adults and corporate gatherings. The company’s first move outside of Kansas City was to Wichita, KS in 2019, then San Antonio, TX in 2020. In 2021, Chicken N Pickle opened in Oklahoma City, OK, Overland Park, KS and Grand Prairie, TX. Three more locations are expected to open in late 2022 or early 2023 including Grapevine, TX, St. Charles, MO and Glendale, AZ.

The St. Charles location, the first to introduce the new design, will consist of five key offerings: the restaurant; the indoor club with six pickleball courts; the game pavilion with four open-air courts (two covered, two uncovered); the canteen (a retail and micro-kitchen with an outdoor grill); and an open yard.

The design combines Chicken N Pickle’s farm-to-table offerings with an eye towards community and togetherness. To maximize visibility and engagement for all guests, the design takes inspiration from the American Town Square, arranging all activations around the central tree-lined courtyard at the heart of the experience. Meant to be the center of the shared guest experience, the yard functions as a town square would, a multi-dimensional space that can transform throughout the year for outdoor games, live music, watch parties, winter ice skating and more.

“The partnership with Populous enabled us to express our brand and our values – including delivering a special experience for guests and a rich emotional connection to the heart of each community,” Crooks said. “We are confident that this will help us propel Chicken N Pickle’s growth and influence nationally for years to come.”

### **About Chicken N Pickle**

Chicken N Pickle is a unique, indoor/outdoor entertainment complex including a casual, chef-driven restaurant and sports bar that boasts pickleball courts and indoor/outdoor games for all ages. Its mission is to provide an atmosphere that fosters fun, friendship, and community.

A key tenet of Chicken N Pickle is demonstrated through the Our Hearts Are Local program, which focuses on creating philanthropic partnerships to strengthen our neighborhoods and beyond. Dozens of charitable events are held annually and proceeds are donated back to the communities we serve. Good Food. Good Friends. Great Fun. For more information, please visit [www.chickennpickle.com](http://www.chickennpickle.com).

### **About Populous**

Populous is a global architectural design firm that creates the spaces where people love to be together, including iconic venues such as Yankee Stadium, Tottenham Hotspur Stadium and Climate Pledge Arena. Our more than 3,000 projects live at the intersection of sports, entertainment, arts and culture to amplify emotional connection and belonging. Since 1983, the firm has been connecting people and place through services such as architecture, interior design, event planning, brand activation, wayfinding, urban planning, aviation design and sustainable design consulting. Populous has offices on four continents and regional centers in Kansas City, London and Brisbane. Learn more at [www.populous.com](http://www.populous.com).

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