

ITEM 18
PUBLIC FIGURES

We do not use any public figure in our name or symbols or to endorse or recommend our business to prospective licensees.

ITEM 19
FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC's Franchise Rule permits a franchisor to disclose information about the actual or potential financial performance of its franchised and/or franchisor-owned outlets, if there is a reasonable basis for the information, and if the information is included in the disclosure document. Financial performance information that differs from that included in Item 19 may be given only if: (1) a franchisor provides the actual records of an existing outlet you are considering buying; or (2) a franchisor supplements the information provided in this Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

Factual Basis and Material Assumptions

You should consider the following factual basis and material assumptions in reviewing this Item 19:

1. As of December 25, 2016, we had 816 open and operating licensed Restaurants. Of these 816 Restaurants, 679 of these Restaurants were owned and operated by third party licensees that are not owned or controlled by our principal shareholders or our affiliates (the "**Licensee-Owned Restaurants**"). The data utilized in Item 19 are based solely on the operating results of the 595 Licensee-Owned Restaurants that were open and operating during the entire 52-week period ending on December 25, 2016 (the "**Measured Restaurants**"). We did not include in the analysis (i) 137 Restaurants that were owned or controlled by our principal shareholders or our affiliates and (ii) 84 Licensee-Owned Restaurants that were not open and operating for such entire 52-week period. During the 52-week period ending on December 25, 2016, two Restaurants closed (including one temporary closure for a rebuild), which were excluded from the Measured Restaurants, but no Restaurant closed during its first 12 months of operation. All of the Measured Restaurants are free-standing Restaurants that offer substantially the same products and services as are currently utilized in all of the licensed Restaurants. If you have specific questions regarding any Restaurant you may contact any of the licensees listed in *Exhibit D*.
2. For purposes of this Item 19, the term "**Gross Revenue**" means all revenues received by a Restaurant as payment for all sales generated through the Restaurant, whether such payment is in cash, by exchange or for credit (and, if for credit, regardless of collection), including revenues received from the operation of vending machines or other mechanical devices, less any revenues taxes collected and transmitted to appropriate taxing authorities.
3. For purposes of this Item 19, the term "**EBITDA**" shall mean Gross Revenue less cost of goods sold, labor costs (excepting officer salaries), and all other operating expenses (excepting interest, taxes, depreciation and amortization).
4. This Item 19 was prepared utilizing data we received in the periodic sales reports provided to us by our licensees and through daily polling of Point of Sale (POS) data. We have not

independently verified any of the data provided to us, but our licensees pay our licensing fees based on such reports. Additionally, we cannot verify that the information we receive from our licensees is prepared uniformly or that our licensees properly allocate costs to a particular category.

5. The cost and expense information in this Item 19 pertains only to the cost of goods sold, labor costs, and other operating expenses experienced by the Measured Restaurants for the period of December 28, 2015 to December 25, 2016. You may experience capitalized or other balance sheet expenditures that are not included in this cost and expense information. Costs and expenses in the operation of a Restaurant will vary from licensee to licensee and from location to location and will depend on seasonal, local and other factors, like the licensee's efficiency in the utilization of products, the cost of transportation, and the fluctuation in market prices for food and other products.
6. Labor costs will vary from location to location and will depend on local factors, including (without limitation) local minimum wage laws and local labor market conditions. Also, with respect to labor costs, because you will need a certain number of employees to open and operate a Restaurant regardless of its gross revenues, Restaurants that have lower than average gross revenues probably will experience higher than average labor costs as a percentage of gross revenues.
7. Except where otherwise specifically indicated, this Item 19 utilizes data for the 52-week period beginning on December 28, 2015 and ending on December 25, 2016. The financial performance representation is an historical representation about the franchise system's Restaurants.

Financial Performance Representations

Table 1 below contains an analysis of gross revenues and certain operating costs and expenses (cost of goods sold, labor costs and other operating expenses) of the Measured Restaurants for the 52-week period ending December 25, 2016. Table 1 is not a profit and loss statement. In Table 1 below, the Restaurants were divided into four categories based on the amount of gross revenues which are classified as: Top Quartile, Second Quartile, Third Quartile and Bottom Quartile. The average gross revenues and average operating costs and expenses for each of the categories was calculated by adding the gross revenues or certain operating costs and expenses, as applicable, of all Measured Restaurants within each quartile and dividing by the total number of Measured Restaurants within such quartile. The average gross revenues and costs and expenses in each quartile were then compared to the average gross revenues in such quartile and expressed as a percentage. Labor costs in Table 1 do not include officer's salaries and benefits for any Measured Restaurant that captures or recognizes that expense.

TABLE 1: Analysis of Gross Revenues and Operating Costs

	Top 25%		Second 25%		Third 25%		Bottom 25%	
	YTD		YTD		YTD		YTD	
	\$	%	\$	%	\$	%	\$	%
GROSS REVENUE	\$2,816,627	100.0%	\$2,230,442	100.0%	\$1,850,364	100.0%	\$1,313,339	100.0%
COST OF SALES								
CHICKEN	419,677	14.9%	327,875	14.7%	268,303	14.5%	190,434	14.5%
PRODUCE	45,066	1.6%	37,918	1.7%	31,456	1.7%	23,640	1.8%
OTHER FOOD	281,663	10.0%	220,814	9.9%	185,036	10.0%	136,587	10.4%
PAPER AND PLASTIC SUPPLIES	76,049	2.7%	64,683	2.9%	53,661	2.9%	38,087	2.9%
BEVERAGES GENERAL	81,682	2.9%	69,144	3.1%	59,212	3.2%	44,654	3.4%
BREAD PRODUCTS	36,616	1.3%	28,996	1.3%	25,905	1.4%	18,387	1.4%
NET INVENTORY	2,817	0.1%	2,230	0.1%	0	0.0%	0	0.0%
SUB TOTAL FOOD	943,570	33.5%	751,659	33.7%	623,573	33.7%	451,789	34.4%
CUSTOMER CONTROLLED - FOOD	8,450	0.3%	6,691	0.3%	5,551	0.3%	3,940	0.3%
CUSTOMER CONTROLLED - PAPER	19,716	0.7%	13,383	0.6%	11,102	0.6%	6,567	0.5%
OIL & SHORTENING	22,533	0.8%	17,844	0.8%	16,653	0.9%	14,447	1.1%
TRANSPORTATION-IN	2,817	0.1%	4,461	0.2%	3,701	0.2%	2,627	0.2%
UNIDENTIFIABLE VENDOR CREDITS	0	0.0%	0	0.0%	0	0.0%	0	0.0%
COST OF GOODS SOLD	997,086	35.4%	794,037	35.6%	660,580	35.7%	479,369	36.5%
LABOR	667,541	23.7%	573,224	25.7%	473,693	25.6%	370,362	28.2%
GROSS PROFIT	\$1,152,000	40.9%	\$863,181	38.7%	\$716,091	38.7%	\$463,609	35.3%
OTHER OPERATING EXPENSES								
TELEPHONE AND UTILITIES	50,699	1.8%	46,839	2.1%	46,259	2.5%	38,087	2.9%
PROFESSIONAL FEES	33,800	1.2%	28,996	1.3%	20,354	1.1%	17,073	1.3%
ADVERTISING EXPENSES	104,215	3.7%	86,987	3.9%	68,463	3.7%	52,534	4.0%
OTHER OPERATING EXPENSES	253,496	9.0%	196,279	8.8%	153,580	8.3%	114,260	8.7%
ROYALTIES	168,998	6.0%	131,596	5.9%	111,022	6.0%	74,860	5.7%
RENT AND OCCUPANCY EXPENSE	185,897	6.6%	149,440	6.7%	146,179	7.9%	141,841	10.8%
TOTAL OTHER OPERATING EXPENSES	\$797,105	28.3%	\$640,137	28.7%	\$545,857	29.5%	\$438,655	33.4%
TOTAL EXPENSES	\$2,461,732	87.4%	\$2,007,398	90.0%	\$1,680,131	90.8%	\$1,288,386	98.1%
EBITDA FROM OPERATIONS	\$354,895	12.6%	\$223,044	10.0%	\$170,233	9.2%	\$24,953	1.9%

Notes to Table 1:

1. The following table discloses the number and percentage of Measured Restaurants in each quartile above the average EBITDA disclosed in Table 1 for each quartile and the median EBITDA for each quartile:

Quartile	Restaurant Count	Average EBITDA from Operations	# of Restaurants in Quartile Above Average EBITDA for Quartile	% of Restaurants in Quartile Above Average EBITDA for Quartile	Median EBITDA from Operations
Top Quartile	149	\$354,895	74	50%	\$370,236
Second Quartile	149	\$223,044	77	52%	\$244,215
Third Quartile	149	\$170,233	70	47%	\$166,453
Bottom Quartile	148	\$24,953	72	49%	\$24,549

Table 2 below provides summary data for the Measured Restaurants in each quartile and overall.

TABLE 2
Summary of Gross Revenues of Measured Restaurants

Quartile	Rest-aurant Count	Minimum Gross Revenues	Maximum Gross Revenues	Average Gross Revenues	# of Rest-aurants Above Average Gross Revenues	% of Rest-aurants Above Average Gross Revenues	Median Gross Revenues
TOTAL SYSTEM	595	\$469,808	\$4,130,358	\$2,053,936	292	49%	\$2,045,624
Top Quartile	149	\$2,392,652	\$4,130,358	\$2,816,627	62	42%	\$2,688,591
Second Quartile	149	\$2,045,624	\$2,391,612	\$2,230,442	77	52%	\$2,231,896
Third Quartile	149	\$1,654,619	\$2,042,385	\$1,850,364	74	50%	\$1,846,303
Bottom Quartile	148	\$469,808	\$1,654,304	\$1,313,339	91	61%	\$1,399,490

Table 3 below shows the average annual gross revenues of Licensee-Owned Restaurants open and operating for each of the 2011 through 2016 fiscal years.

TABLE 3

Average Annual Gross Revenues of Licensee-Owned Restaurants By Year ^(1, 2, 3)

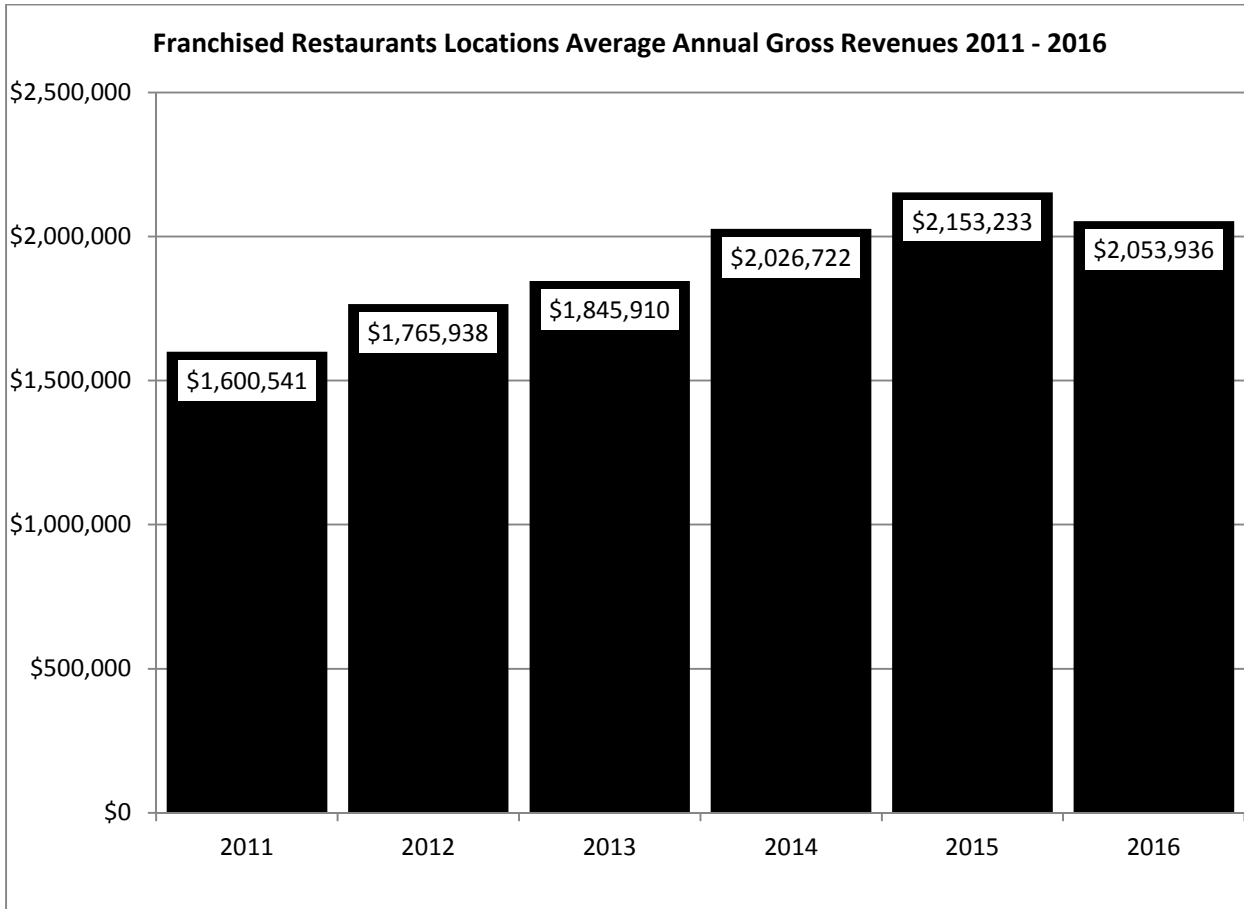


TABLE 4

Summary of Table 3 with Number and Percentage of Licensee-Owned Restaurants ^(1, 2, 3)

Year	Restaurant Count	Average Annual Gross Revenues	Number of Restaurants With Revenue Above Average Annual Gross Revenues	Percentage of Restaurants With Revenue Above Average Annual Gross Revenues	Median Annual Gross Revenues
2011	417	\$1,600,541	203	49%	\$1,580,943
2012	440	\$1,765,938	208	47%	\$1,733,788
2013	464	\$1,845,910	222	48%	\$1,819,649
2014	494	\$2,026,722	232	47%	\$1,980,855
2015	542	\$2,153,233	255	47%	\$2,126,845
2016	595	\$2,053,936	292	49%	\$2,045,624

Notes to Table 3 and Table 4

1. The Fiscal Year average is the actual average of the Measured Restaurants open and operating for the following fiscal years:

Fiscal Year	Period Beginning On	Period Ending On
Fiscal Year 2016	December 28, 2015	December 25, 2016
Fiscal Year 2015	December 29, 2014	December 27, 2015
Fiscal Year 2014	December 30, 2013	December 28, 2014
Fiscal Year 2013	December 31, 2012	December 29, 2013
Fiscal Year 2012	December 26, 2011	December 30, 2012
Fiscal Year 2011	December 27, 2010	December 25, 2011

2. Fiscal Year 2012 includes 53 weeks and all other years include 52 weeks.
3. The data included in this Table 4 is based solely on the operating results of the Licensee-Owned Restaurants that were open and operating during the entire applicable fiscal year.

Additional Information Regarding Item 19

Some Restaurants have sold or earned this amount. Your individual results may differ. There is no assurance that you'll sell or earn as much.

Revenues, costs, and profits for a Restaurant can vary considerably due to a variety of factors, such as the length of time the Restaurant has been open; the Restaurant's location and the demographics of the population around the Restaurant; competition from other restaurants in the market; traffic flow, accessibility and visibility; economic conditions in the Restaurant's market; advertising and promotional activities; the business abilities and efforts of the management of the Restaurant; changes in eating habits and preferences; local, regional, and national economic conditions; and other factors. In addition, the acquisition of sites is highly competitive with other restaurant chains and retail businesses for suitable sites for the development of a Restaurant. You are urged to make your own independent investigation and evaluation of the potential performance of your Restaurant and to consult with appropriate financial, business and legal advisors in connection with the information provided.

Written substantiation for the financial performance representation will be made available to the prospective franchisee upon reasonable request.

Other than the preceding financial performance representation, ZFL does not make any financial performance representations. We also do not authorize our employees or representatives to make any such representations either orally or in writing. If you are purchasing an existing outlet, however, we may provide you with the actual records of that outlet. If you receive any other financial performance information or projections of your future income, you should report it to the franchisor's management by contacting Amy C. Pritchett, 1040 Founder's Boulevard, Suite 100, Athens, Georgia 30606, (706) 353-8107, the Federal Trade Commission, and the appropriate state regulatory agencies.