

SMC expands rotisserie chicken-to-go brand Chick 'n Juicy focusing on safety and affordability in the time of pandemic.



San Miguel Foods, Inc. has further expanded the reach of Chick 'n Juicy by Magnolia chain of chicken rotisseries, opening its 87th store in Bagong Barrio, Caloocan, and boosting delivery network to serve more customers in this time of pandemic.

Just 18 months in operation, the chain of stores has grown its presence in 12 out of 17 cities in Metro Manila and several nearby provinces. It has also recently expanded to Petron Treats stores in Diego Silang Taguig and Libis Quezon City.

Geared towards providing affordable but high-quality, premium-tasting roast chicken offerings to a wide segment of consumers, Chick 'n Juicy has also put particular focus on safety and convenience, particularly since San Miguel Foods and parent firm, San Miguel Corporation (SMC), have been at the forefront of private sector response to the COVID-19 pandemic.

“With the pandemic still a threat to lives and health, we’re emphasizing safety across all San Miguel businesses,” said SMC president and chief operating officer Ramon S. Ang.

“In our food businesses, since the start of the quarantine to the present, we’ve introduced many ways for consumers to have continuous, convenient, and safe access to our products—from rolling stores, community selling, to online ordering,” He added.

“In these challenging times, we have to be adaptable, innovative, and agile enough to quickly make necessary adjustments in our operations in order to continuously serve our customers safely,” Ang said.

The retail chain adopts high standards of safety, in much the same way Magnolia follows the strictest safety protocols for its poultry business.

Food products are also cooked and prepared by trained store personnel with emphasis on stringent safety and health measures. Chick ‘n Juicy food items are packed in resealable airtight bags to maintain safety, quality, juiciness, and flavor.

Meanwhile, to provide customers more ways to safely order freshly-prepared Chick ‘n Juicy roast chickens, Ang said the strategy is a combination of outlet expansion, strengthening its delivery network, utilizing online ordering platforms, and initiating community selling.

Apart from stand-alone outlets, Chick ‘n Juicy has also utilized the available network of SMC fuels subsidiary, Petron Corporation, to open more branches at fuel service stations to increase its reach.

The retail food chain has also beefed up its in-house delivery service, serving various areas in Metro Manila, even as it has partnered with third-party online food delivery services such as LalaFood, and soon to be on Grabfood and Foodpanda.

Without having to go to physical stores, customers can order Chick 'n Juicy via Store-to-Door delivery just by calling their number, 0917-1498000 or 5317-5555.

Meanwhile, San Miguel Foods has also rolled out the Chick 'n Juicy Sugod Caravan program for community selling in barangays, subdivisions, and villages. Village leaders and residents who are interested to become partners may send their inquiries to chicknjuicyofficial@gmail.com.

Apart from its outlets in Quezon City, Muntinlupa, Paranaque, Las Pinas, Caloocan, Makati, Marikina, Taguig, Pasig, Valenzuela, Navotas, and Manila, Chick 'n Juicy has also established branches in Laguna, Batangas, Rizal, and Cavite in South Luzon. For a complete list of stores, visit their page at facebook.com/chicknjuicy.

The chain's various food offerings include Sweet Roast Chicken, Garlic Roast Chicken, Fried Chicken Drumsticks, Hard-boiled Magnolia Brown Eggs, Sweet 'n Spicy Fried Chicken Neck, and Fried Isaw.