

Chick-fil-A® Backstage Tour  
Study Guide for High School Seniors

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## What to Expect on Your Field Trip

It is our pleasure to host you on your guided Chick-fil-A® Backstage Tour. Enjoy a fun, storytelling experience about the history, culture, and values of Founder S. Truett Cathy. It all started in 1946, when Truett Cathy opened his first restaurant, The Dwarf Grill®, in Hapeville, Georgia.

Credited with inventing Chick-fil-A's boneless breast of chicken sandwich, Mr. Cathy founded Chick-fil-A, Inc., in the early 1960s. He pioneered the establishment of restaurants in shopping malls when he opened the first Chick-fil-A Restaurant at Greenbriar Mall in suburban Atlanta in 1967. The more you learn about the man himself, the more you begin to understand his business.

Over time, Chick-fil-A has steadily grown to become the largest quick-service chicken restaurant chain in the United States. It is still privately-held and family-owned. With decades of positive sales growth, it has set itself apart with ground-breaking innovations and delicious products. Throughout the tour, you will

experience some of the company's most valued assets: its hospitable people, the infectious "Eat Mor Chikin®" Cows, and the unique story of Chick-fil-A®. You may even find yourself face-to-face with the safe that holds the secret recipe for the chicken sandwich!

Before or after your tour, your group may be able to take photos by the life-sized Chick-fil-A billboard outside. Your guide will happily point out other fun photo ops during your visit. Pin, post, tweet, and share!

A short program introduces your students to the Chick-fil-A Backstage Tour. In the video shown, Truett and his family tell the Chick-fil-A story. Dan, Bubba, and Trudy share that Chick-fil-A has always been a family business that seeks to serve others based on their corporate purpose. The family business now includes third generation members of the Cathy family. Students will see that Truett's knack for business began at a very young age, and his hard work and dedication created a recipe for success!

## Using this Study Guide

As a companion to your Chick-fil-A® Backstage Tour, this packet has been created to complement your classroom instruction and make the most of your school field trip. It contains original and assessable classroom lesson plans for you to use and share with your seniors.

The lesson plans begin with **“Bake, Take, and Recycle.”** At their homes, students will follow a multi-step recipe using different units of measurement to prepare food to share with their class. They will document the types of measurements they used and be prepared to share if their recipe turned out correctly from following the steps in order. Chick-fil-A’s example of dedication to stewardship by taking care of our environment, they will also identify things they can recycle from the supplies used for their recipe. In the event that your students would be unable to bring something to share, have them cook with their family and share that experience with the class.

The second lesson plan is **“A Drive-Thru History.”** Students combine Social Studies and Mathematics to build a timeline comparing events leading up to the opening of the first Chick-fil-A restaurant. Students will also learn about the character and heart of Truett Cathy and how his determination to never give up led to his incredible success. In their timeline students will also learn about key people and moments in U.S. History from the same era.

The third lesson plan, **“Service with a Smile”**, encourages students to look at the values and principles Truett Cathy applied to Chick-fil-A. Truett believed that Chick-fil-A represented more than a chicken sandwich; it was a place where people felt loved and welcomed. He believed in building relationships with people and making each visit for his customers personal

and enjoyable. In this section, students will write a paper about Truett’s values and how they shaped the success of Chick-fil-A.

The fourth lesson plan, **“The Man for the Job”**, allows students to create a resume as if it is 2013 and they are Truett Cathy. Students will learn the important skills for writing a resume, as they explore Truett’s work experience, skills, awards, and accomplishments.

The fifth lesson plan, **“A Tasty Tactic”**, will have students come up with a new menu item for Chick-fil-A stores. This item will be introduced in limited quantities. Students will learn that limited resources combined with unlimited wants results in scarcity.

The sixth lesson plan, **“Divide and Conquer”**, will focus on helping students understand the division of labor within each Chick-fil-A restaurant, as well as the specialization of each role. They will discuss how this division of labor and specialization increases customer satisfaction.

The last lesson plan, **“How in the World?”**, will allow students to discuss the different types of economies in the world. Students will understand that Chick-fil-A stores are in countries with a market economy. They will consider how different Chick-fil-A would be if stores were in places with a command or traditional economy.

All of these resources can be used before or after your field trip. They will help prepare students for the teachable moments found throughout the Chick-fil-A Backstage Tour. When you get back to school, refer to this guide as you continue to explore connections between the themes of the tour and your classroom instruction.

## Lesson Plan 1: Bake, Take, and Recycle

### *Background Information and Teacher Instructions*

The heart of Chick-fil-A®'s business centers on the food they serve. Restaurants prepare the food using multi-step recipes to ensure that the taste and quality of the food is consistent for every customer. In these recipes, various units of measurement will be used.

In addition to preparing and serving foods, your students will also learn that Chick-fil-A cares about recycling to help the environment. This concern falls under one of the four values that shape the company: excellence, loyalty, integrity, and generosity. Based on these principles, Truett Cathy, founder of Chick-fil-A, began a tradition of caring for people and places through company-wide conservation efforts that continue to this day.

Chick-fil-A has programs in place to reduce and recycle their beverage cups whenever possible. This program helps their customers make good choices for the environment. Before students complete this activity, please share this brief video about Chick-fil-A's recycling efforts. [www.youtube.com/watch?v=JxO\\_601oru8](http://www.youtube.com/watch?v=JxO_601oru8).

At their homes, students will have an opportunity to experience preparing a recipe of their choice to share with the class. This will

allow students to practice using different units of measurement while following a multiple step recipe. They will also have an opportunity to consider what they could recycle from the supplies they use to make the recipe.

Share with your students that they are to choose a recipe to prepare at home. They will bring what they prepared to share with their class. Students should record the different units of measurement used for their recipe and bring this with their prepared food to share with the class.

Chick-fil-A stores carefully follow recipes to ensure that the food is consistent at every store. Have your students share their experience with following their recipe. Encourage them to share whether they followed the recipe exactly or not and if this effected how it turned out.

Based on Chick-fil-A's example of recycling, have your students share from their experience if they were able to recycle any materials they used to prepare their recipe. They can also explain why recycling is important for our environment.

## Lesson Plan 2: A Drive-Thru History

### *Background Information and Teacher Instructions*

The founder of Chick-fil-A®, Truett Cathy, was born in 1921 and died in 2014. He lived a long and productive life. As the eighth of nine children in a poor farming family, Mr. Cathy learned the importance of working hard to achieve his goals at a young age. He had a natural gift for business and maximized his potential early on.

Before he opened his first restaurant at age 25, Mr. Cathy experienced life in post-World War I America, the Great Depression, and World War II. On your Chick-fil-A Backstage Tour, you will see historical memorabilia and photos from this part of his early life. In his office, there is a photo on his desk of his mother's boarding house in Atlanta. Be sure your students look for the replica of the wagon he pulled around his neighborhood to sell Coca-Cola® for 5¢ a bottle when he was eight years old.

Mr. Cathy lived at the same time as many of the women and men your students learn about in

Social Studies, including Americans who helped expand people's rights and freedoms. These people were living examples of Mr. Cathy's recommendation to always treat people right.

Did you ever think someone could make their mark in history with a chicken sandwich? In this activity, your students will build a timeline comparing the events leading up to the opening of the first Chick-fil-A restaurant to key people and moments in U.S. History from the same era.

In advance of the tour, tell your students to make notes of key events they hear about during the Backstage Tour at Chick-fil-A. Using their notes and conducting some research of their own, have your students create a PowerPoint presentation of a timeline of Truett's life. Have students include key historical events that correspond to the events of Truett's life.

## Lesson Plan 3: Service with a Smile

### *Background Information and Teacher Instructions*

Chick-fil-A® is much more than just a chicken sandwich! Truett said, “We should be about more than just selling chicken. We should be part of our customers’ lives and the communities in which we serve.” (quote taken from “Who We Are.” Chick-fil-A, 2018, [www.chick-fil-a.com/About/Who-We-Are](http://www.chick-fil-a.com/About/Who-We-Are).) On the Backstage Tour, your students will learn more than just the success of Chick-fil-A. They will also hear about the values and principles on which Truett based his company and brand. These values came straight from Truett’s heart and were instrumental in his success.

Customers experience these values in the stores from the “How may I serve you” greeting to the “My pleasure” conclusion. Outside of the stores, the company and employees serve others regularly, whether it is in foster homes, at Camp WinShape®, or in service projects done in local communities.

Discuss with students what their customer service experiences have been like recently in other businesses or restaurants. Then ask them to compare those experiences with their

experiences in Chick-fil-A restaurants and the corporate office. Based on the information presented in their Backstage Tour, ask them what makes the experience at Chick-fil-A so different from experiences at many other restaurants or businesses.

Tell students they are going to write a research paper about the value and principles that have shaped Chick-fil-A. Students will conduct their own research to identify many of these values and the affect they have on the company and/or the customer. Students can include information about how Truett learned these values and lived them out personally. Have students include quotes from Truett Cathy that clearly communicate what he valued. Students should properly cite references for their quotes or other information gained through their research.

Teachers who choose to use this activity should set their own minimum requirements for word count, length, and number of quotes.

## Lesson 4: The Man for the Job

*(Alternate activity to the timeline)*

*Background Information and Teacher Instructions*

A great resume can allow anyone to land the perfect job. Therefore, learning how to write a resume is a very critical skill for students to master. Resumes highlight a person's work experience, skills, accomplishments, awards, and education. Truett Cathy's work experience began at the age of eight, when he started selling individual, ice-cold bottles of Coke®. From this young age, he knew the importance of working hard, providing great customer service, and going the extra mile. He was a natural in the business world.

Tell students they are going to create a resume as if they are Truett Cathy. The year is 2012, before Truett retired. Give students the included handout that shows the portion of Truett's work experience they need to include in their resume. The resume should be done in reverse chronological order. Students will need to research and think through what specific skills should be highlighted under each job he

held. In their research, students should also be looking for accomplishments and awards that can be listed after the work experience. Finally, students will do some research about Truett's honorary doctorates for the educational section of the resume. The minimum length should be one page, while not exceeding two pages.

Some of the key work items that students need to include in their resume are:

- 1964 – Present – Founder and CEO of Chick-fil-A®, Inc.
- 1984 – Present – Founder and CEO of WinShape Foundation®
- 1946 – 1966 - Opened and Ran The Dwarf Grill® in Hapeville, and The Dwarf House® in Forest Park
- 1939 – 1945 - Fort Gillem work and Army service

## The Man for the Job

### *Student Instructions for the resume writing activity*

Look online at sample resumes that are done in reverse chronological order, with current work experience shown first. Find a format that you feel would be most appealing to a potential employer and use that as a model for your resume.

The only work experience that needs to be included on your resume is listed below:

- 1964 – Present – Founder and CEO of Chick-fil-A®, Inc.
- 1951 – 1962 - Opened The Dwarf House® in Forest Park, GA
- 1946 – 1966 - Opened and Ran The Dwarf Grill® in Hapeville
- 1939 – 1945 - Fort Gillem work and Army service

Now, spend some time researching Truett's life. Learn more about the skills and responsibilities he had for each job. In your research, if you have difficulty finding details about his skills and responsibilities, use your imagination to consider what skills were needed. Skills and responsibilities for each work role should be included in a bulleted list underneath the name of each job.

In your research, you will also need to make lists of some of Truett's many accomplishments and awards. These will be listed after the work experience. Be sure to include at least five to six accomplishments and awards, in reverse chronological order.

The resume will conclude with educational experience. Truett did not go to college, but he was awarded nineteen honorary doctorate degrees. Students should include at least four of these at the end of the resume.

## Lesson plan 5: A Tasty Tactic

### *Background Information and Teacher Instructions*

Review with your students why limited resources combined with unlimited wants results in scarcity. Have your students brainstorm modern day examples of scarcity that they have experienced. Discuss with students why companies such as Chick-fil-A® might use this as a marketing strategy.

In 2010, Chick-fil-A introduced its spicy chicken sandwich. Before this sandwich was fully rolled out to the public, Chick-fil-A created scarcity by making a taste of it only available by reservation. This reservation system allowed stores to have a week of practice with it “before rolling out the sandwich on a full scale”. To be part of this roll out, customers had to “reserve a time to taste the sandwich at a Chick-fil-A restaurant”.

(All quotes were taken from McWilliams, Jeremiah. “Chick-fil-A’s Spicy Tactic.” *The Atlanta Journal-Constitution*, 22 May 2010.)

For this activity, students will work with a partner to create a tasty new menu item for Chick-fil-A stores. First, students should decide which customers they are trying to appeal to: healthy eaters, those who want spicy food, etc. Once students know their target audience, they can decide on their menu item.

Now students must consider how they can follow Chick-fil-A’s example of making limited quantities available when the product is launched in order to create scarcity. This will generate excitement and competition to get the new product.

Teams should record their product, their target audience, and how they are going to create scarcity. Teams can share their plans with the class. After all plans are shared, students can vote for the product they would be most interested in trying.

## Lesson plan 6: Divide and Conquer

### *Background Information and Teacher Instructions*

Discuss with students that in a market economy labor is commonly divided to increase how much is produced while decreasing the cost of production. This division of labor leads to employees having different specializations. Students can see the division of labor and specialized roles when they go to a Chick-fil-A® restaurant.

Break students up into groups of four or five and have them talk through the experience at a Chick-fil-A store from the point a customer walks into the store to the point in which the customer's food is served. Have students list how many different employees are involved in the order and what each employee's specific role is. Once they have identified many different roles, have groups think through what each role specializes in and what that person needs to know in order to fulfill their role properly. Finally, have groups discuss how this

division of labor and specialization increases customer satisfaction.

After groups have had ample time to discuss, have a class-wide discussion allowing each small group to share their data with the class. Students will learn that the labor needed to create a Chick-fil-A sandwich meal is divided among many people specializing in different tasks. For example, the counter person takes your order. The chicken fryer cooks the breast to perfection. The waffle fry cooker makes sure the fries are perfectly cooked and sufficiently salted. The counter person, or someone else if business is really brisk, assembles your order into a bag and cheerfully says, "My pleasure," when you thank them. Students will also be able to identify that this specialization increases customer satisfaction because it speeds up the process of delivering food to the customer and ensures each part of the meal is done perfectly.

**Lesson plan 7: How in the World?***Background Information and Teacher Instructions*

Discuss the different economic systems with your students. Remind students that Chick-fil-A® stores are operating in a market or mixed economy, and this plays a big part in what they are able to do and how they do it. Give students a handout with a chart comparing different economies (pictured below). Have students fill in the chart on their handout to answer specifics about what a Chick-fil-A restaurant is like in the market economy versus what it would be like in a command economy. Once students have completed their handout, discuss their responses.

Type of Economy:	Market or Mixed	Command
Who decides what CFA makes and how they make it?		
Who owns the company?		
What are the feelings towards the customer?		
Is there competition?		
How does the government control what is done?		

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Teacher: \_\_\_\_\_ Class period: \_\_\_\_\_

A business is greatly affected by the type of economy it is in. Chick-fil-A® operates in a market or mixed economy. In the chart below, answer the questions to show what Chick-fil-A is like in a market or mixed economy versus what it would be like in a command economy.

Type of Economy:	Market or Mixed	Command
Who decides what CFA makes and how they make it?		
Who owns the company?		
What are the feelings towards the customer?		
Is there competition?		
How does the government control what is done?		

## It's My Pleasure: The History of Chick-fil-A®

Below is a timeline of significant moments in the development and expansion of the largest quick-service chicken restaurant chain in the United States during the lifetime of its founder, S. Truett Cathy, 1921-2014. This information can be used in your classroom:

- To develop group study aids such as trivia contests and game or quiz shows.
- As writing prompts and research project topics across the curriculum.

1921	Samuel Truett Cathy is born on March 14 in Eatonton, GA.
1929	At eight years old, Truett Cathy begins his entrepreneurial journey by selling Coca-Cola for 5¢ a bottle.
1935	The Cathy family, in desperate financial trouble, moves to downtown Atlanta's Techwood Homes, the country's first federally funded housing project. Even with Truett's income from his paper route, the family cannot make rent and is forced to return to operating a boarding house.
	Truett develops his customer service business philosophy while delivering newspapers to residents in the Techwood Homes public housing project.
1939	Truett Cathy graduates from high school and began working as a contractor for the army.
1941	Truett is drafted into the U.S. Army.
1945	Truett Cathy is honorably discharged from the army.
1946	Truett Cathy and his brother, Ben, open The Dwarf Grill® (later renamed The Dwarf House®) in the Atlanta suburb of Hapeville.
1948	Jeannette McNeil and Truett Cathy marry. He first met her at age eight.
1951	The second restaurant opens in Forest Park.
1960	The Dwarf House® in Forest Park burns down.
1964	Truett Cathy perfects the Original Chicken Sandwich.
	First Lady, Lady Bird Johnson, is presented with a Chick-fil-A® Chicken Sandwich during a stop in Georgia.
	Brooksie Kirk, the first Chick-fil-A employee, is hired.
1967	The first Chick-fil-A in-mall restaurant, featuring the signature Chick-fil-A Chicken Sandwich, opens in Atlanta's Greenbriar Mall.
1973	Truett Cathy establishes the Team Member Scholarship program to encourage Chick-fil-A restaurant employees to further their education.
1982	Chick-fil-A® introduces Chick-fil-A® Nuggets.
	The company moves into its corporate office headquarters at 5200 Buffington Road in southwest Atlanta.
1984	WinShape® is founded as a nonprofit organization and charitable foundation with a simple but profound goal: to help "shape winners."
1985	The first full-service Chick-fil-A Dwarf House opens in Jonesboro, GA.
	Chick-fil-A® introduces Chick-fil-A® Waffle Potato Fries.
1986	Chick-fil-A opens its first stand-alone restaurant on North Druid Hills Road in Atlanta.
	Chick-fil-A introduces its first breakfast item, the Chick-fil-A® Chicken Biscuit.
1987	The Cathy family establishes their first WinShape® foster home in Mt. Berry, GA.
1989	Chick-fil-A® introduces the Chick-fil-A® Chargrilled Chicken Sandwich.
	Truett Cathy purchases The Rock Ranch® property. It has since evolved into a popular agritourism destination in The Rock, GA.
1992	Chick-fil-A expands to college campuses, including Georgia Tech and Clemson University.

1993	First drive-thru only restaurant is introduced at McAlister Square Mall in Greenville, SC, and the first hospital restaurant opens at Georgia Baptist Medical Center (now Atlanta Medical Center) in Atlanta.
	The 500 <sup>th</sup> Chick-fil-A® Restaurant opens.
1995	Chick-fil-A's "Eat Mor Chikin" Cow Campaign debuts.
	Chick-fil-A® introduces the Chick-fil-A Chick-n-Strips®.
1996	Truett's Grill® opens in Morrow, GA, to celebrate Cathy's 50 years in the restaurant business.
	First airport location opens at Atlanta's Hartsfield-Jackson International Airport.
	Chick-fil-A announces title sponsorship of the Chick-fil-A® Peach Bowl.
1997	The chain unveils a new design for the stand-alone restaurant; the first to feature this design opens in Alpharetta, GA.
2000	Chick-fil-A surpasses \$1 billion in system-wide sales.
2001	Chick-fil-A opens its 1,000th location at the Chick-fil-A® at Turner Hill Road in Lithonia, GA.
2002	Truett Cathy publishes his book, <i>Eat Mor Chikin: Inspire More People</i> , and co-authors <i>The Generosity Factor</i> with Ken Blanchard.
	President George W. Bush invites Truett Cathy to join other business leaders for a roundtable discussion on corporate responsibility and ethics.
2003	Truett and Jeannette Cathy receive the Norman Vincent and Ruth Stafford Peale Humanitarian award for their "positive difference in the quality of life in our society."
	The "First 100" begins: the first 100 customers on the morning a new Chick-fil-A® Restaurant opens receive free Chick-fil-A food for one year.
2004	Chick-fil-A introduces a Fruit Cup option as an industry "first."
	Chick-fil-A introduces a new breakfast menu with Chick-fil-A Chick-n-Minis™ (a variation of the popular Chick-fil-A® Nuggets); a chicken or sausage Breakfast Burrito; and a Chicken, Egg and Cheese Bagel.
	Truett Cathy publishes his third book, <i>It's Better to Build Boys than Mend Men</i> .
2005	Chick-fil-A awards its 20,000th Leadership Scholarship.
2006	Chick-fil-A surpasses \$2 billion in system-wide sales.
	Hand-Spun Milkshakes are introduced in four flavors: cookies & cream, strawberry, chocolate, and vanilla.
	The chain celebrates Truett Cathy's 60th anniversary in the restaurant industry by opening a third Truett's Grill location in Griffin, GA.
2007	Governor Sunny Perdue proclaims May 23, 2006 "Truett Cathy Day" throughout the state of Georgia.
	Chick-fil-A celebrates its 40th anniversary as a restaurant chain.
	Truett Cathy publishes his fourth book, <i>How Did You Do It, Truett?</i> .
2008	The Chick-fil-A "Eat Mor Chikin" Cows are recognized by Advertising Week as one of America's most popular advertising icons and become the newest members of New York's Madison Avenue Advertising Walk of Fame.
	Chick-fil-A debuts the first Chick-fil-A® Kickoff Game, which starts the college football season by matching up the nation's top teams.
2009	The 2008 Presidential Volunteer Service Award honors Truett Cathy for his commitment to serving others.
	Chick-fil-A surpasses \$3 billion in system-wide sales.
	Chick-fil-A awards its 25,000th Leadership Scholarship.
2009	Truett Cathy is honored with the Dr. Martin Luther King, Jr., Center Salute to Greatness Award for his commitment to social responsibility.

2010	Chick-fil-A® introduces the Chick-fil-A® Spicy Chicken Sandwich, a boneless breast of chicken seasoned with a spicy blend of peppers.
	Chick-fil-A opens its 1,500th location. This restaurant is the first in the Los Angeles area, located near the University of Southern California.
	Chick-fil-A expands into the Chicagoland area with its first stand-alone location in Aurora, IL.
2011	Chick-fil-A surpasses \$4 billion in system-wide sales.
	Chick-fil-A opens its first restaurant built to LEED® (Leadership in Energy and Environmental Design) Gold certification for new construction from the U.S. Green Building Council.
	Truett Cathy publishes his fifth book, <i>Wealth, Is It Worth It?</i> .
2012	Chick-fil-A debuts one of America's most nutritious kid's meals by offering newly added Chick-fil-A® Grilled Nuggets and Buddy Fruits® Pure Blended Fruit To Go applesauce.
2013	Chick-fil-A revamps their salad line by adding three new premium entrée salad choices.
	Dan Cathy is named Chairman, CEO and President; Chick-fil-A Founder Truett Cathy continues as Chairman Emeritus.
2014	Chick-fil-A reaches \$5 billion in system-wide sales.
	Chick-fil-A commits to serve chicken raised without antibiotics in all their restaurants.
	The Chick-fil-A® Peach Bowl is named as one of six elite national College Football Playoff bowl games.
	The College Football Hall of Fame and Chick-fil-A® Fan Experience officially opens on August 23.
	Chick-fil-A®, Inc., founder S. Truett Cathy dies Sept. 8, 2014, at age 93.

## The Man Behind the Counter: Samuel Truett Cathy

S. Truett Cathy was the founder and chairman emeritus of Chick-fil-A®, Inc. He started in the business in 1946 when he and his brother, Ben, opened an Atlanta diner known as The Dwarf Grill® (later renamed The Dwarf House®). Through the years, the restaurant prospered and Mr. Cathy grew his business. In 1967, he opened the first Chick-fil-A restaurant in Atlanta's Greenbriar Mall. Today, Chick-fil-A has the highest same-store sales and is the largest quick-service chicken restaurant chain in the United States.

In 2011, Mr. Cathy celebrated his 65th anniversary in the restaurant business with a local event at his first restaurant, The Dwarf House®, in Hapeville along with the Grand Opening of the third Truett's Grill® location. In December 2013, he celebrated another exciting milestone – Truett's Luau®. Located in Fayetteville, Georgia, this exclusive restaurant offers breakfast, lunch, and dinner menus featuring a variety of fresh seafood items as well as other Hawaii-inspired dishes.

At the time of his death in 2014, there were more than 1,800 Chick-fil-A restaurants in 40 states and Washington, D.C. Remarkably, Mr. Cathy led Chick-fil-A on an unparalleled record of 47 consecutive years of annual sales increases. His approach was largely driven by personal satisfaction and a sense of obligation to the community and its young people. His WinShape Foundation®, founded in 1984 from his desire to "shape winners," helps young people succeed in life through scholarships and other youth-support programs. Its Leadership Scholarship Program has given more than \$32 million in \$1,000 scholarships to Chick-fil-A restaurant employees since 1973.

As part of his WinShape Homes® program, thirteen foster care homes have been established that are operated by the WinShape Foundation. These homes, accommodating up to twelve children with two full-time foster parents, provide long-term care for foster children within a positive family environment. WinShape Camps® was founded in 1985 to impact young people and families through experiences that enhance their Christian faith, character, and relationships. Each summer, more than 18,000 campers from throughout the country and abroad attend WinShape Camps.

In addition to presiding over one of the most successful restaurant chains in America, Mr. Cathy was a dedicated husband, father, and grandfather. His two sons, Dan T. and Don ("Bubba"), both followed their father in learning the business from the ground up. Dan became chairman and chief executive officer of Chick-fil-A. Bubba is executive vice president of Chick-fil-A®, Inc., president of the Chick-fil-A Dwarf House division, and vice president of the WinShape Foundation. Mr. Cathy's daughter, Trudy Cathy White, served as director of WinShape Camps for Girls®. In 2006, the third generation of Cathy family members entered into the business.

Truett Cathy built his life and business on hard work, humility and biblical principles. Based on these values, all Chick-fil-A restaurants operate with a "Closed-on-Sunday" policy, without exception.

## Go Figure! Fun Facts

**Teachers:** Let these numbers (and maybe a little history!) tell the story of Chick-fil-A® to your students.

### TRUETT CATHY

- Truett Cathy was a devout Southern Baptist who taught Sunday school for more than 50 years.
- Truett Cathy attended Tech High School in Atlanta, GA, which is now Henry W. Grady High School.
- Eatonton, the town in Georgia where Truett Cathy was born, was also the birthplace of authors Joel Chandler Harris and Alice Walker.
- His favorite Bible verse was Proverbs 22:1: “A good name is rather to be chosen than great riches, and loving favor rather than silver and gold.”

### RESTAURANTS

- In the first 50 years (1964-2014), Chick-fil-A sold over 3.2 billion original Chick-fil-A® Chicken Sandwiches.
- It took Chick-fil-A 11 years to develop the grill for the new Grilled Chicken Sandwich.
- On the first day it was open in 1946, total sales at the Dwarf Grill® in Hapeville were \$58.20.
- The Dwarf Grill was located near the Ford Motor Company Atlanta Assembly Plant and was open 24 hours (except Sundays!) for the people who worked at the plant as well as Delta airlines’ workers from the nearby Atlanta airport.
- Truett and Ben Cathy named their first restaurant the “Dwarf” Grill because it was so small. The building only held four tables and ten barstools.
- All Chick-fil-A restaurants are closed for business on Sundays, Thanksgiving, and Christmas.
- The first Chick-fil-A outside of the U.S. was in South Africa. Currently, the only Chick-fil-A outside the United States is in Canada.
- The capitalized “A” in Chick-fil-A is intentional. It symbolizes top quality or “Grade A.”
- In the early years of Chick-fil-A, Waffle House was licensed to sell their chicken sandwiches.
- The first mascot for Chick-fil-A was a chicken named “Doodles.”
- In 2014 alone, Chick-fil-A distributed over 20 million children’s books within their Kid’s Meals.

### FOOD

- Chick-fil-A squeezes almost 200 million lemons a year to make their lemonade.
- Chick-fil-A lemonade has 128% of your daily intake of Vitamin C.
- There are so many ways to order Chick-fil-A biscuits (butter, jam, chicken, spicy chicken, egg, cheese, bacon, sausage) that it totals over 40,000 possible combinations.
- It takes a potato about 115 days to grow and become Chick-fil-A® Waffle Potato Fries.
- Coffee beans are sourced direct from farmers in Costa Rica and Guatemala.
- Cucumber slices are soaked for three days before ripening into the perfect pickles to be placed on Chick-fil-A sandwiches.
- The Chick-fil-A® Chicken Sandwich went through four years of experimentation and testing before perfection was achieved.
- The Chick-fil-A Chicken Sandwich was originally called the chicken steak sandwich.
- The secret recipe for the Chick-fil-A Chicken Sandwich is hidden in a safe in the Chick-fil-A Support Center in Atlanta, GA. You can see the safe during your Chick-fil-A Backstage Tour!

# Curriculum Standards

## Grades 9-12

We know how important it is for you to justify field trips and document how instructional time is spent outside of your classroom. With this in mind, both the activities in this Study Guide and the experiences your students have during their field trip are correlated to the Georgia Performance Standards for Mathematics, Literacy for Reading in History/Social Studies, and Economics. The standards are arranged by content area and then grade.

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### Georgia Performance Standards

#### Georgia Performance Standards for Mathematics

- MGSE9-12.N.Q.1

#### Georgia Performance Literacy Standards for Reading in History/Social Studies

- L9-10RHSS1
- L9-10RHSS2
- L9-10RHSS3
- L9-10WHST7
- L9-10WHST8
- L11-12RH1
- L11-12RH2
- L11-12RH3
- L11-12WHST7
- L11-12WHST8

#### Georgia Performance Standards for Economics

- SSEF1
- SSEF3
- SSEF4