

# Chick-fil-A Backstage Tour

Study Guide for Grades 3-5



# Chick-fil-A® Backstage Tour

## Study Guide for Grades 3-5

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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, 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 family 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 introductory program introduces your students to the Chick-fil-A® Backstage Tour. In the video shown before you begin, the "BIG 3" ideas that guided Mr. Cathy in his professional and personal life serve as pass codes to unlock the mysteries of what lies ahead on your visit. (We'll go ahead and let you in on the secret: *Treat Others Right. Make Smart Decisions. Maximize Your Potential.*)

When you combine these "BIG 3" with Truett Cathy's Four Core Values of *Excellence, Loyalty, Integrity, and Generosity*, you have a recipe for success in school and in life!

## Using this Study Guide

As a companion to your experience at the Chick-fil-A® Backstage Tour, this Study Guide has been created to complement your classroom instruction and make the most of your school field trip. It contains original, assessable, STEAM-related classroom lesson plans for you to use and share in grades three through five.

Following this Introduction, you will find **“Awaken Your Appetite,”** a section containing three interdisciplinary Classroom Lesson Plans addressing national and Georgia curriculum standards. Each lesson plan begins with instruction pages for teachers, answer keys, and a list of the appropriate content and skills addressed by the activities in the lesson. The Student Activity pages include background information, directions for students, and ready-to-copy worksheets that center on key STEAM topics featured on your tour.

The lesson plans begin with **“Sip and Save.”** Your students will first compare and graph liquid volumes for beverages found on the menu at Chick-fil-A®. Then, they will learn how Chick-fil-A®’s dedication to stewardship extends to taking care of our environment.

The second lesson plan is **“A Bite of 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 to key people and moments in U.S. History from the same era.

**“Why is Fresh Best?”** introduces your students to the world of molecular gastronomy! This third lesson plan includes a science experiment using some of the fruits and vegetables served at Chick-fil-A® to determine the effects of freezing on fresh produce.

Next is a section of Additional Resources, **“Hungry for More.”** The two Games and Puzzles related to themes of the Chick-fil-A® Backstage Tour are excellent activities for your bus ride to and from the tour or to assign for extra credit. You will also find a timeline of Chick-fil-A® history, a brief biography of founder Truett Cathy, and a list of fascinating fun facts and figures about Chick-fil-A®. Did you know that it takes a potato about 115 days to grow and become Chick-fil-A® Waffle Potato Fries?

We know how important it is to justify field trips and document how instructional time is spent outside of your classroom. To that end, this Study Guide is directly correlated to the Common Core State Standards for English Language Arts and Mathematics, Next Generation Science Standards, C3 Framework for Social Studies State Standards, and National Core Arts Standards. These correlations in **“Recipe for Success”** are organized by content and grade. You can readily see how they fit into your required curriculum, making it easy to connect a field trip to the Chick-fil-A® Backstage Tour with your classroom instruction. Following the national curricula, you will find the Georgia Standards of Excellence and Performance Standards.

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 STEAM instruction. Your students will eat it up!

## Lesson Plan 1: Sip and Save

### Teacher Instructions

If you are thirsty, head to your neighborhood Chick-fil-A®! There, you will find drinks in a variety of sizes. A drink container, like a bottle or cup, is measured by how much liquid it can hold. This measurement is called volume. At Chick-fil-A®, the volume of a drink is measured in fluid ounces, which is abbreviated as “oz.” Liquid volume can also be measured in other ways such as liters, pints, cups, quarts, or gallons. In the first part of this activity, your students will compare and graph liquid volumes for ten beverages found on the menu at Chick-fil-A®.

Chick-fil-A® serves more than refreshing beverages. They also serve as an example of how supporting local communities includes helping the environment. During the Chick-fil-A® Backstage Tour, your students will learn about

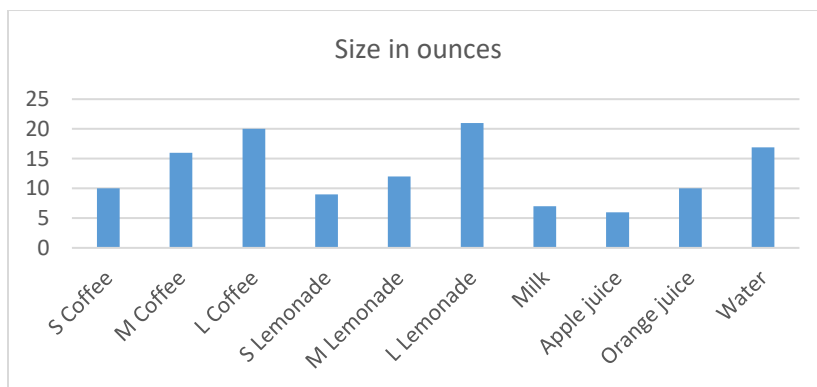
four values that shape the company: *excellence, loyalty, integrity, and generosity*. Based on these principles, Truett Cathy, founder of Chick-fil-A®, began a tradition of caring for people and places through company-wide conservation efforts that continue to this day.

In the second part of this lesson, your students will design an infographic to let others know about the programs Chick-fil-A® has in place to reduce and recycle their beverage cups whenever possible. This program helps their customers make good choices—one of Truett Cathy’s “BIG 3”—for the environment. To begin this activity, show your students this brief video about Chick-fil-A®’s foam cup recycling efforts: Sip and Save Recycling, [www.youtube.com/watch?v=JxO\\_601oru8](http://www.youtube.com/watch?v=JxO_601oru8).

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### Answer Key

#### Part 1



- 1.
2. apple juice
3. large lemonade
4. (a.) bottled water, (b.) 16.9 oz., (c.) 17
5. Yes ( $9 + 12 = 21$ )
6. No ( $10 + 16 = 26$  not 20)
7. Large lemonade or large coffee

8. Large coffee
9. 8 (128/16)
10. Milk and small lemonade

Part 2: Students should include and illustrate each of the four action items listed under the conservation topic they select.

IMAGES to place in Student Activity pages during layout and design

Part 1



and

from <http://www.Chick-fil-A.com/Media/Img/catalog/Food/XLarge/Chocolate-Milk.png> and <http://www.Chick-fil-A.com/Media/Img/catalog/Food/XLarge/Milk-Low-Fat.png>.

*Caption: Children have a choice of chocolate or regular milk, both in 7 oz. bottles. Seven fluid ounces is the same volume as 207 milliliters.*



from

<https://www.facebook.com/ChickfilA/photos/a.10151547409785101.508081.21543405100/10153849957925101/?type=3&theater>.

*Caption: Lemonade and soft drinks are available in three volumes, or sizes.*

Photo from Dwarf House counter recreation on the tour with coffee price of 5 cents visible. *Caption: When Truett Cathy began in the restaurant business, a cup of coffee “made fresh every hour” cost 5¢. How much more do you think it costs today?*

Part 2



from [http://inside.Chick-fil-A.com/wp-content/uploads/2015/09/CFA\\_LemonadeInfo\\_Blue\\_V2.jpeg](http://inside.Chick-fil-A.com/wp-content/uploads/2015/09/CFA_LemonadeInfo_Blue_V2.jpeg).

*Caption: This infographic illustrates how Chick-fil-A® lemonade is made with only three ingredients: water, lemons, and sugar. Your infographic will show what happens to the cup after the lemonade is consumed.*

## Sip and Save

### Student Activity

If you are thirsty, head to your neighborhood Chick-fil-A®! There, you will find drinks in a variety of sizes. A drink container, like a bottle or cup, is measured by how much liquid it can hold. This measurement is called volume. At Chick-fil-A®, the volume of a drink is measured in fluid ounces, which is abbreviated as “oz.” Liquid volume can also be measured other ways such as liters, pints, cups, quarts, or gallons. In the first part of this activity, you will compare and graph liquid volumes for ten beverages found on the menu at Chick-fil-A®.

Chick-fil-A® serves more than refreshing beverages. They also serve as an example of how supporting local communities includes helping

the environment. During the Chick-fil-A® Backstage Tour, your students will learn about four values that shape the company: *excellence, loyalty, integrity, and generosity.*

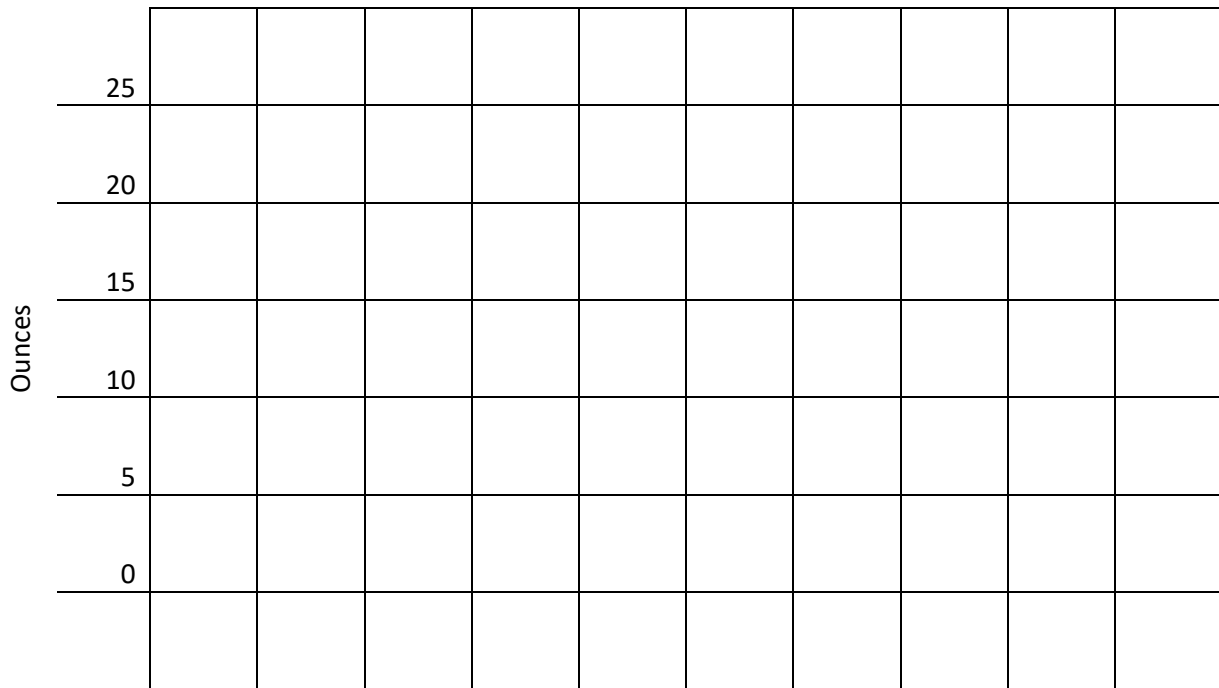
Based on these principles, Truett Cathy, founder of Chick-fil-A®, began a tradition of caring for people and places through company-wide conservation efforts that continue to this day. In the second part of this lesson, you will let others know about the programs Chick-fil-A® has in place designed to reduce and recycle their beverage cups whenever possible. This program helps their customers make good choices—one of Truett Cathy’s “BIG 3”—for the environment.

**Terms to Know:** *beverage, compostable, conservation, consumed, integrity, manufacturing, pint, stewardship, volume*

### Part 1

1. This chart lists 10 different drinks available at Chick-fil-A®. Plot their volumes on the bar graph on the next page.

Lemonade cups <ul style="list-style-type: none"> <li>• Small: 9 oz.</li> <li>• Medium: 12 oz.</li> <li>• Large: 21 oz.</li> </ul>	Coffee cups <ul style="list-style-type: none"> <li>• Small: 10 oz.</li> <li>• Medium: 16 oz.</li> <li>• Large: 20 oz.</li> </ul>
Kid’s Meal drinks <ul style="list-style-type: none"> <li>• Milk: 7 oz.</li> <li>• Apple juice: 6 oz.</li> </ul>	Bottled drinks <ul style="list-style-type: none"> <li>• Orange juice: 10 oz.</li> <li>• Water: 16.9 oz.</li> </ul>



2. Which drink is the smallest? \_\_\_\_\_

3. Which drink is the largest? \_\_\_\_\_

4. (a.) Which drink has a volume that is NOT a whole number? (b.) What is its volume? (c.) Round its volume to the nearest whole number.

(a.) \_\_\_\_\_

(b.) \_\_\_\_\_

(c.) \_\_\_\_\_



Name \_\_\_\_\_ Class \_\_\_\_\_ Date \_\_\_\_\_

5. Is this a true statement? Why or why not?

*Small lemonade + Medium lemonade = Large lemonade*

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6. Is this a true statement? Why or why not?

*Small coffee + Medium coffee = Large coffee*

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7. Which two cups are large enough to hold the same volume as the bottle of water?

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8. Chick-fil-A® also serves milkshakes! A vanilla milkshake is 20 oz., which means it is the same size as which other drink?

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9. Your parents probably buy milk by the gallon and fill their cars with gasoline sold by the gallon. One gallon is equal to 128 fluid ounces. How many medium-sized cups of coffee would you're an adult have to drink in order to equal a gallon of coffee?

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10. The milk in most school cafeterias comes in half-pint cartons. One pint is equal to 16 ounces. Which drinks on the chart of Chick-fil-A® beverages come closest to the size of a school milk carton?

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**Part 2**

What happens to all those lemonade cups and coffee cups when customers are finished with them? Your next challenge is to answer this question with a presentation known as an “infographic.” An infographic is a visual aid with pictures, charts, and diagrams used to show information or data.

Read below about Chick-fil-A®’s environmental stewardship. Design your own infographic to let others know about one of their reducing and recycling programs. Choose between illustrating the numbers for “Reducing Waste” or the steps for “Recycling Foam.”

**Reducing Waste**

- 50% of their packaging is recyclable.
- Napkins are made of 100% recycled content.
- Coffee cups are compostable and coffee cup sleeves are recyclable.

**Recycling Foam**

1. Customers put empty foam cups in special bins at Chick-fil-A®.
2. Cups are delivered to a recycling center, sorted, and broken into smaller pieces.
3. Small pieces are compressed into bricks.
4. Bricks are further broken down again into raw materials to form items like park benches and writing pens.

## Lesson Plan 2: A Bite of History

### 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 made good use of one of his own “BIG 3” pieces of advice—maximize your 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—another one of the “BIG 3” you learn about during your field trip.

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. Next, they will use their critical thinking skills to analyze the data and answer 10 questions that follow.

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### Answer Key

#### Part 1

1. Hoover becomes president just as the Great Depression begins
2. F. Roosevelt becomes President and starts the New Deal the create jobs
3. Bethune founds the National Council of Negro Women
4. E. Roosevelt helps write the Universal Declaration of Human Rights
5. Parks refuses to give up her seat for a white person on a bus in Alabama
6. Kennedy wins the presidential election at only 43 years old
7. Chávez founds the United Farm Workers of America
8. King delivers his “I Have a Dream” speech
9. Johnson signs the Civil Rights Act into law
10. Marshall becomes the first African-American Supreme Court Justice

#### Part 2

1. Chávez, King
2. 8
3. (a.) 55; (b.) 51
4. Marshall
5. Franklin and Eleanor Roosevelt
6. 20 years

7. 1960s
8. Marshall becomes the first African-American Supreme Court Justice
9. Rosa Parks
10. 1929-1955; this is the time span between when the youngest person on the list was born and the first person on the list died

## A Bite of History

### *Student Activity*

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 made good use of one of his own “BIG 3” pieces of advice—maximize your 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, look for the photo of his mother’s boarding house in Atlanta and a 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 you learn about in your Social Studies lessons, 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—another one of the “BIG 3” you learn about during your field trip.

In this activity, you 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. Did you ever think someone could make their mark in history with a chicken sandwich?

**Terms to Know:** *activist, century, chronological, civil rights, decade, era, human rights, trademark*

### **Part 1**

The presidents and activists below are listed in order of the year they were born, starting with the earliest. Add the event for each person to the “U.S. History” column of the timeline on the next page. Put the events in chronological order, next to the same years in Truett Cathy’s life and the history of Chick-fil-A®.

Name

Class

Date

<p>Herbert Hoover (1874-1964): U.S. President</p> <ul style="list-style-type: none"><li>• 1929: Hoover becomes president just as the Great Depression begins.</li></ul>	<p>Lyndon B. Johnson (1908-1973): U.S. President</p> <ul style="list-style-type: none"><li>• 1964: Johnson signs the Civil Rights Act into law.</li></ul>
<p>Mary McLeod Bethune (1875-1955): Civil Rights</p> <ul style="list-style-type: none"><li>• 1935: Bethune founds the National Council of Negro Women.</li></ul>	<p>Rosa Parks (1913-2005): Civil Rights</p> <ul style="list-style-type: none"><li>• 1955: Parks refuses to give up her seat for a white person on a bus in Alabama.</li></ul>
<p>Franklin D. Roosevelt (1882-1945): U.S. President</p> <ul style="list-style-type: none"><li>• 1933: F. Roosevelt becomes President and starts the New Deal to create jobs.</li></ul>	<p>John F. Kennedy (1917-1963): U.S. President</p> <ul style="list-style-type: none"><li>• 1960: Kennedy wins the presidential election at only 43 years old.</li></ul>
<p>Eleanor Roosevelt (1884-1962): Human Rights</p> <ul style="list-style-type: none"><li>• 1948: E. Roosevelt helps write the Universal Declaration of Human Rights.</li></ul>	<p>César Chávez (1927-1993): Civil Rights</p> <ul style="list-style-type: none"><li>• 1962: Chávez founds the United Farm Workers of America.</li></ul>
<p>Thurgood Marshall (1908-1993): Civil Rights</p> <ul style="list-style-type: none"><li>• 1967: Marshall becomes the first African-American Supreme Court Justice.</li></ul>	<p>Martin Luther King, Jr. (1929-1968): Civil Rights</p> <ul style="list-style-type: none"><li>• 1963: King delivers his "I Have a Dream Speech."</li></ul>

IMAGES to add to Student Activity pages during layout and design



from <http://www.truettcathy.com/photos.asp>. Caption: *Truett Cathy started in the restaurant business in 1946. He opened the Dwarf Grill in Hapeville, Georgia.*



from <http://www.chick-fil-a.com/Company/Highlights-History>. Caption: *In 1967, the first Chick-fil-A® restaurant opened in a mall in Atlanta.*

Use photo of Lady Bird Johnson and Truett Cathy. Caption: *Lady Bird Johnson, the wife of President Lyndon B. Johnson, was presented with a Chick-fil-A® Chicken Sandwich during a stop in Georgia in 1964. Look for this image during your field trip.*

Use photos of Truett with Bush 41 and Bush 43. Caption: *There were 16 U.S. Presidents during Truett Cathy's lifetime starting with Warren G. Harding and ending with Barack Obama. During your Chick-fil-A® Backstage Tour, look for these photos of Mr. Cathy with President George H.W. Bush and President George W. Bush.*

Name \_\_\_\_\_ Class \_\_\_\_\_ Date \_\_\_\_\_

U.S. History	Year	Truett Cathy and Chick-fil-A®
1.	1929	At age eight, Truett sells bottles of Coca-Cola for 5¢ each from his wagon and then from a stand in his front yard in Atlanta.
2.	1933	Truett sells magazines door-to-door.
3.	1935	Truett saves enough money to buy a used bike and has a job delivering newspapers.
4.	1948	Truett marries Jeanette McNeil. He had first met in church when they were children.
5.	1955	Mr. Cathy's first employee scholarship begins with an empty mayonnaise jar to collect money for one of his cooks to attend Morehouse College.
6.	1960	Mr. Cathy's second Dwarf House restaurant, in Forest Park, burns down.
7.	1962	Mr. Cathy experiments with his mother's recipe for frying chicken in a pressure cooker and tests each version at the Dwarf Grill.
8.	1963	Mr. Cathy trademarks the name "Chick-fil-A" for his new chicken steak sandwich.
9.	1964	Truett Cathy perfects the Original Chicken Sandwich and begins his Chick-fil-A® company.
10.	1967	The first Chick-fil-A® restaurant opens, inside Greenbriar Mall in Atlanta.

Name \_\_\_\_\_ Class \_\_\_\_\_ Date \_\_\_\_\_

**Part 2**

Use your timeline and the information about the historical figures featured in Part 1 to answer the following questions.

1. Truett Cathy was born in 1921. Which two people on the list were not yet alive when he was born?

\_\_\_\_\_

2. How old was Mr. Cathy when the Great Depression began and he sold bottles of Coca-Cola for 5¢ each?

\_\_\_\_\_

3. How old were these men when they became President of the United States?

(a.) Herbert Hoover: \_\_\_\_\_

(b.) Franklin D. Roosevelt: \_\_\_\_\_

4. Of the two people born in 1908, who lived longer?

\_\_\_\_\_

5. Two of the people on this list were married to each other, but are important in history for different reasons. Who are they?

\_\_\_\_\_

6. How many years passed between when Mary McLeod Bethune started the National Council of Negro Women and Rosa Parks refused to give up her seat on the bus?

\_\_\_\_\_

7. Which decade has the most events on the timeline: 1920s, 1930s, 1940s, 1950s, or 1960s?

\_\_\_\_\_

Name \_\_\_\_\_ Class \_\_\_\_\_ Date \_\_\_\_\_



8. What happened in the same year the first Chick-fil-A® restaurant opened?

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9. Truett Cathy died in 2014. Who else on the list lived into the 21<sup>st</sup> century?

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10. In which period did the lives of everyone on the timeline overlap? Circle the correct answer and explain how you found your answer. (Hint: A number line may help!)

1874-1968

1921-1967

1929-1955

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## Lesson Plan 3: Why is Fresh Best?

### *Teacher Instructions*

Although chicken might be the first ingredient that comes to mind when you think of Chick-fil-A®, the second one should be fresh produce. Produce is a word for fruits and vegetables. Chick-fil-A® serves approximately 125 million pounds of fresh produce every year. Much of it is used in their salads, like 5.6 million pounds of cabbage. Each year, Chick-fil-A® fills fruit cups with 5.6 million pounds of strawberries and blueberries.

From the celery and carrots in the Chick-fil-A® chicken soup to the lettuce and tomato on a deluxe sandwich, the fresh fruits and vegetables used in Chick-fil-A®'s kitchens are washed, chopped, and prepared by hand. In this lesson, your students will conduct an experiment to investigate what water has to do with why Chick-fil-A® insists on using fresh produce in their restaurants.

Do your students know the difference between a fruit and a vegetable? Fruits are the edible parts of a plant that come from flowers and have seeds, like grapes. Vegetables are the edible parts of plants that include roots, stems, and leaves, like broccoli. Sometimes it is hard to tell the difference. For example, most chefs think of cucumbers as vegetables but scientists like botanists call them a fruit. How would you classify a tomato or a potato? In the first activity below, your students will categorize eight foods from plants—found in many Chick-fil-A®'s recipes—as either a fruit or a vegetable.

Chick-fil-A®'s recipes are the tasty results of years of experimentation. As you learn during your tour, Truett Cathy worked for four years at his Dwarf House restaurant to find the ideal combination of flavors before he was satisfied with his new chicken sandwich. More recently, Chick-fil-A®'s chefs and engineers spent over a decade perfecting the right grill for the grilled chicken sandwich. All of these efforts are part of Truett Cathy's life-long commitment to treating people right. He believed that Chick-fil-A® customers deserve the very best.

In Part 2, students will continue this tradition and conduct their own food experiment. Using four produce samples from the list in Part 1, they will observe physical changes that occur during freezing and thawing. Depending on how much of the fresh produce you have available, either assign groups the four items to use or allow them to make their own selections. The experiment will take at least two days to allow for freezing the samples overnight. A third day may be needed for students to examine their thawed samples. If your students have access to a digital camera, they can take pictures from each stage of the experiment to record the changes. Using microscopes, if available, students can examine the condition of the plant cell walls before and after freezing. Why is fresh always best? Your students will decide!

## Supplies for Part 2

- Snack or sandwich-size plastic baggies, enough for each group of students to have 4
  - Gram scale
  - Paper towels
  - Tongs, enough for each group to have 1
  - Freezer
  - Samples of the fruits and vegetables listed in Part 1
- 

## Answer Key

### Part 1

Fruit: apple, blueberry, strawberry, tomato, orange

Vegetable: cabbage, carrot, lettuce

### Part 2

Fresh: Data in chart depends on samples chosen

1. (a.) lettuce; (b.) apple
2. List will depend on the samples chosen by the group. As a whole, they go in this order: apple, blueberry, carrot, orange, cabbage, strawberry, tomato, lettuce
3. Answers will vary but students may assume that the frozen samples will be heavier which they will discover is not true

Frozen: Data in chart depends on samples chosen

1. Answers will vary based on samples selected, but those with higher water content will show more change
2. Answers will vary based on samples selected, but those with lower water content will show less change
3. The items with more water in them changed more than those with lower water content
4. Answers will depend on the group's prediction. If they thought the frozen samples would be heavier, then their prediction was false. The weights will be the same (plus or minus a gram) as they were at the beginning of the experiment.
5. It will melt/become liquid again

Thawed: Data in chart depends on samples chosen

1. No
2. There is water/liquid in the baggies along with the samples, which will have become mushy and slimy
3. Answers will vary but should conclude that the fresh fruits and vegetables are more appealing than frozen or thawed

## Why is Fresh Best?

### *Student Activity*

Although chicken might be the first ingredient that comes to mind when you think of Chick-fil-A®, the second one should be fresh produce. Produce is a word for fruits and vegetables. Chick-fil-A® serves approximately 125 million pounds of fresh produce every year. Much of it is used in their salads, like 5.6 million pounds of cabbage. Each year, Chick-fil-A® fills fruit cups with 5.6 million pounds of strawberries and blueberries.

From celery and carrots in the Chick-fil-A® chicken soup to the lettuce and tomato on a deluxe sandwich, the fresh fruits and vegetables used in Chick-fil-A®'s kitchens are washed, chopped, and prepared by hand. In this lesson, you will conduct an experiment of your own to find out what water has to do with why Chick-fil-A® insists on using fresh produce in their restaurants.

Do you know the difference between a fruit and a vegetable? Fruits are the edible parts of a plant that come from flowers and have seeds, like

grapes. Vegetables are the edible parts of plants that include roots, stems, and leaves, like broccoli. Sometimes it is hard to tell the difference. For example, most chefs think of cucumbers as vegetables but scientists like botanists call them a fruit. How would you classify a tomato or a potato? In the first activity below, you will categorize eight foods from plants—found in many Chick-fil-A®'s recipes—as either a fruit or a vegetable.

Chick-fil-A®'s recipes are the tasty results of years of experimentation. As you learn during your tour, Truett Cathy worked for four years at his Dwarf Grill restaurant to find the ideal combination of flavors before he was satisfied with his new chicken sandwich. More recently, Chick-fil-A®'s chefs and engineers spent over a decade perfecting the right grill for the grilled chicken sandwich. All of these efforts are part of Truett Cathy's life-long commitment to treating people right. He believed that Chick-fil-A® customers deserve the very best.

**Terms to Know:** *botanist, cell, decade, edible, expand, Fahrenheit, physical, thawed*

### Part 1

The list of eight fruits and vegetables below are served fresh every day at Chick-fil-A®. Decide whether each one is a fruit or a vegetable and write its name in the correct column in the chart.

Apple	Lettuce
Blueberry	Orange
Cabbage	Strawberry
Carrot	Tomato

Name \_\_\_\_\_ Class \_\_\_\_\_ Date \_\_\_\_\_

<b>Fruits</b>	<b>Vegetables</b>
Plant parts that come from flowers and have seeds	Plant parts like roots, stems, and leaves

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## Part 2

This experiment compares fresh, frozen, and thawed produce. Your group will begin by selecting four produce samples to examine while fresh, frozen, and after thawing. Your mission is to predict the effects of freezing on your samples.

### Fresh

#### Supplies

- 4 fruits or vegetables from Part 1
- 4 plastic baggies
- Permanent marker
- Scale

#### Steps

1. Select four fruits or vegetables from Part 1 and write each one in the “Fresh” chart below.
2. Record your physical observations of each sample in the chart: What color is it? What does it feel like?
3. Place each sample in its own plastic bag. Seal the bag.
4. Use the permanent marker to identify the sample in each bag.
5. Weigh each sample in its bag on the scale and record the weight in the chart below.
6. Give your four bags to your teacher to put in a freezer overnight.

Name \_\_\_\_\_ Class \_\_\_\_\_ Date \_\_\_\_\_

Fresh

Sample	Color	What does it feel like?	Weight
1.			
2.			
3.			
4.			

1. This chart lists the water content for each of the eight fruits and vegetables listed in Part 1.

Produce	Water Content
Apple	84%
Blueberry	85%
Cabbage	92%
Carrot	87%
Lettuce	96%
Orange	87%
Strawberry	92%
Tomato	94%

(a.) Which one has the highest water content? \_\_\_\_\_

(b.) Which has the lowest water content? \_\_\_\_\_

2. Write the four produce samples your group chose for the experiment in order of lowest to highest water content, based on the chart in #1 above.

\_\_\_\_\_

Name \_\_\_\_\_ Class \_\_\_\_\_ Date \_\_\_\_\_

3. Water turns from a liquid to a solid at 32° Fahrenheit. When your fruits and vegetables are in the freezer, the water inside them will become ice. In science, this called a physical change. Predict the effect freezing will have on the weight of your samples.

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**Frozen**

Supplies

- 4 frozen produce samples in plastic bags from Day 1
- Scale
- Paper towels
- Tongs

Steps

1. Retrieve your frozen produce samples from your teacher.
2. Weigh each sample in its bag on the scale and record the weights in the “Frozen” chart.
3. Use the tongs to carefully remove the samples from their bags and set each one on a paper towel to be examined.
4. Record your physical observations of each sample in the “Frozen” chart: What color is it? What does it feel like?
5. Return the samples to their bags, but leave them to sit in the classroom overnight.
6. Throw away the paper towels.

Frozen

Sample	Color	What does it feel like?	Weight
1.			
2.			
3.			
4.			

Name \_\_\_\_\_ Class \_\_\_\_\_ Date \_\_\_\_\_

1. Which fruit or vegetable changed the most between its fresh and frozen states? Describe the similarities and differences.

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2. Which fruit or vegetable changed the least between its fresh and frozen state? Describe the similarities and differences.

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3. Look at the water content chart from the beginning of the experiment. Rewrite this statement to make it true: *The items with more water in them changed less than those with lower water content.*

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4. Was your prediction about the effect of the freezing water on the sample's weight correct? Why or why not?

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5. The temperature of your classroom is well above 32° Fahrenheit (the freezing point for water). What is going to happen to the solid-state water—ice—in your fruits and vegetables?

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**Thawed**

Supplies

- 4 thawed produce samples in plastic bags
- Gram scale
- Paper towels
- Tongs

Steps

1. Retrieve your thawed produce samples.
2. Weigh each sample in its bag on the scale and record the weights in the “Thawed” chart.
3. Use the tongs to carefully remove the samples from their bags and set each one on a paper towel to be examined.
4. Record your physical observations of each sample in the “Thawed” chart: What color is it? What does it feel like?
5. Throw away the paper towels and bagged samples.

Thawed

Sample	Color	What does it feel like?	Weight
1.			
2.			
3.			
4.			

1. Did the weight of your samples change after the ice turned back into a liquid? \_\_\_\_\_

2. When the water turned to ice inside the cells of your fruits and vegetables, it expanded and burst some of the cell walls. Even after thawing, the water cannot return to its original location inside the food. Even though you cannot see the “burst” cells without a microscope, what evidence of them is inside the bags of the thawed samples?

\_\_\_\_\_

Name \_\_\_\_\_ Class \_\_\_\_\_ Date \_\_\_\_\_

3. If you were a Chick-fil-A® chef, why would you prefer your produce to be fresh instead of frozen or thawed?

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IMAGES to be placed in Student Activity pages during layout and design



From [http://inside.chick-fil-a.com/gallery\\_item\\_tag/image/page/3/](http://inside.chick-fil-a.com/gallery_item_tag/image/page/3/). Caption: Chick-fil-A® Chef Angela Wadlington uses fresh ingredients to test new recipe and menu ideas.



From <http://www.chick-fil-a.com/Media/Img/catalog/Food/XLarge/ChickfilA-Grilled-Market-Salad.png>. Caption: The Chick-fil-A® Grilled Market Salad includes fresh Romaine lettuce, shredded red cabbage and carrots, red and green apples, strawberries, and blueberries.



From <http://www.chick-fil-a.com/Media/Img/catalog/Food/XLarge/Fruit-Cup.png>. Caption: Each year, Chick-fil-A® serves 12.8 million pounds of red apples, green apples and oranges, and 5 million pounds of fresh strawberries and blueberries go into their fruit cup.

### Cryptogram: Truett Cathy

This puzzle is a cryptogram, a code in which letters have been replaced by numbers. Solve the puzzle to read an inspiring quote from Truett Cathy, founder of Chick-fil-A®. Use the chart below to decode his message about achieving your goals.

A	B	C	D	E	F	G	H	I	J	K	L	M
5	21	18	14	8	6	23	2	24	3	26	13	20

N	O	P	Q	R	S	T	U	V	W	X	Y	Z
9	10	4	25	19	17	11	12	15	1	22	7	16

9 10      23 10 5 13      24 17      11 10 10  
2 24 23 2      24 6      1 8      18 13 24 20 21  
1 24 11 2      18 5 19 8      5 9 14  
18 10 9 6 24 14 8 9 18 8

Image of Truett Cathy

## Word Search: Valuable Values

By valuing a good name above great riches, Truett Cathy, founder of Chick-fil-A®, journeyed from humble beginnings to great wealth and influence. Search below for some of the key principles that serve as the cornerstone of Mr. Cathy's legacy. You will see a few of these words posted in large letters on the walls of the lobby on your Chick-fil-A® Backstage Tour.

COMMUNITY  
EXCELLENCE  
GENEROSITY  
HONESTY  
INTEGRITY  
LOYALTY  
RESPONSIBILITY  
SERVICE

E	S	L	F	K	W	O	M	O	Y	X	S	J	X	I
U	C	G	O	R	R	E	U	T	G	E	T	N	R	D
R	A	N	J	Y	V	P	I	R	R	N	C	Q	H	X
P	N	W	E	K	A	R	K	V	I	T	I	K	H	K
C	E	B	C	L	G	L	I	Z	S	H	G	N	F	Y
D	Z	K	G	E	L	C	T	T	Z	O	C	N	H	T
Q	O	B	T	J	E	E	Q	Y	E	N	R	I	M	I
R	I	N	G	O	F	O	C	D	I	E	U	L	O	S
S	I	X	T	I	W	I	Z	X	M	S	D	K	E	O
C	O	M	M	U	N	I	T	Y	E	T	R	G	J	R
U	P	R	Z	N	S	L	L	X	K	Y	C	O	S	E
Y	T	I	L	I	B	I	S	N	O	P	S	E	R	N
C	W	Y	W	X	A	Z	L	H	T	L	D	B	A	E
V	R	V	V	N	U	H	M	Q	D	C	P	X	V	G

## Answer Keys

Cryptogram: No goal is too high if we climb with care and confidence.

Word Search:

E	S	L	F	K	W	O	M	O	Y	X	S	J	X	I
U	C	G	O	R	R	E	U	T	G	E	T	N	R	D
R	A	N	J	Y	V	P	I	R	R	N	C	Q	H	X
P	N	W	E	K	A	R	K	V	I	T	I	K	H	K
C	E	B	C	L	G	L	I	Z	S	H	G	N	F	Y
D	Z	K	G	E	L	C	T	T	Z	O	C	N	H	T
Q	O	B	T	J	E	E	Q	Y	E	N	R	I	M	I
R	I	N	G	O	F	O	C	D	I	E	U	L	O	S
S	I	X	T	I	W	I	Z	X	M	S	D	K	E	O
C	O	M	M	U	N	I	T	Y	E	T	R	G	J	R
U	P	R	Z	N	S	L	L	X	K	Y	C	O	S	E
Y	T	I	L	I	B	I	S	N	O	P	S	E	R	N
C	W	Y	W	X	A	Z	L	H	T	L	D	B	A	E
V	R	V	V	N	U	H	M	Q	D	C	P	X	V	G

### Over, Down, Direction

COMMUNITY (1,10,E)

EXCELLENCE (10,10,NW)

GENEROSITY (15,14,N)

HONESTY (11,5,S)

INTEGRITY (2,9,NE)

LOYALTY (3,1,SE)

RESPONSIBILITY (14,12,W)

SERVICE (12,1,SW)

## 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.
	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. Chew on this list to locate information you can use as reference material in your classroom.

### 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!

# Recipe for Success: Curriculum Standards

## Grades 3-5

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 to the Chick-fil-A® Backstage Tour are correlated to the Common Core State Standards for English Language Arts and Mathematics along with the Next Generation Science Standards, C3 Framework for Social Studies State Standards, and the National Core Arts Standards. The standards are arranged by content area and then grade. Following the national curricula, you will find the standards for Georgia.

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### NATIONAL

#### Common Core State Standards for English Language Arts

- Grade 3: CCSS.ELA-Literacy.RI.3.3, CCSS.ELA-Literacy.RI.3.4, CCSS.ELA-Literacy.RI.3.7, CCSS.ELA-Literacy.W.3.7
- Grade 4: CCSS.ELA-Literacy.RI.4.3, CCSS.ELA-Literacy.RI.4.4, CCSS.ELA-Literacy.RI.4.7, CCSS.ELA-Literacy.W.4.7
- Grade 5: CCSS.ELA-Literacy.RI.5.3, CCSS.ELA-Literacy.RI.5.4, CCSS.ELA-Literacy.RI.5.7, CCSS.ELA-Literacy.W.5.7

#### Common Core State Standards for Mathematics

- Grade 3: CCSS.Math.Content.3.OA.A.1, CCSS.Math.Content.3.OA.A.2, CCSS.Math.Content.3.OA.A.3, CCSS.Math.Content.3.OA.A.4, CCSS.Math.Content.3.OA.B.6, CCSS.Math.Content.3.NBT.A.2, CCSS.Math.Content.3.MD.A.2, CCSS.Math.Content.3.MD.B.3
- Grade 4: CCSS.Math.Content.4.OA.A.1, CCSS.Math.Content.4.OA.A.2, CCSS.Math.Content.4.NBT.B.4, CCSS.Math.Content.4.MD.A.2
- Grade 5: CCSS.Math.Content.5.NBT.A.4, CCSS.Math.Content.5.MD.C.5
- Standards for Mathematical Practice: 1, 2, 5

#### Next Generation Science Standards

- Grade 5: 5-ESS3-1, 5-PS1-1, 5-PS1-2

C3 Framework for State Social Studies Standards: D2.His.1.3-5., D2.His.3.3-5., D2.His.16.3-5.

#### National Core Arts Standards

- Grade 3: VA:Cr2.3.3a, VA:Cr2.3.3a
  - Grade 5: VA:Cr2.3.5a, VA:Cn11.1.5a
- 

### GEORGIA

#### English Language Arts

- Grade 3: ELAGSE3RI3, ELAGSE3RI4, ELAGSE3RI7, ELAGSE3W7
- Grade 4: ELAGSE4RI3, ELAGSE4RI4, ELAGSE4RI7, ELAGSE4W7
- Grade 5: ELAGSE5RI3, ELAGSE5RI4, ELAGSE5RI7, ELAGSE5W7

# Chick-fil-A Backstage Tour

Study Guide for Middle School Students



# Chick-fil-A® Backstage Tour

## Study Guide for Middle School Students

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*Mathematics (MGSE6.SP.1)*
4. O Canada!  
*Social Studies (SS6E4, SS6E5)*
5. To His Credit  
*Social Studies (SS6E13, SS7E10, SS8E3)*
6. International Business  
*Social Studies (SS7E1)*
7. Waste Not, Want Not  
*Social Studies (SS8H8)*
8. Nail It Down  
*Social Studies and Literacy (SS8H9, SS8H10, L6-8WHST1, L6-8WHST4)*
9. Cars, Planes, and Trains  
*Social Studies (SS8E1, SS8E2)*
10. A Good Name  
*Social Studies and Literacy (SS8CG5, L6-8WHST4)*
11. What Happened?  
*Science (S8P1d)*

#### Additional Resources

It's My Pleasure: History of Chick-fil-A®  
The Man Behind the Counter: Biography of Truett Cathy  
Go Figure! Fun Facts

#### Recipe for Success: Curriculum Standards

Georgia Performance Standards

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Content created for Chick-fil-A®, Inc. by Heather Barr, Chick-fil-A® Archives, TurnKey Education, Inc., and contributions from Jeff Whitfield.

## 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 middle school students.

The lesson plans begin with “**Making Lemonade**”. This lesson allows students to gain a greater understanding of ratio concepts, ratio language, and unit rates through examples based on lemonade and nuggets.

The second lesson plan is “**Dinner for Four**”. Students combine Mathematics and Social Studies to learn more about taxes and personal money management as they figure out how to purchase dinner for a family of four at Chick-fil-A with only \$25.

The third lesson plan, “**A Fair Shake**”, teaches students about statistical questions and how these questions can be used to help Chick-fil-A’s business.

The fourth lesson plan, “**O Canada!**”, allows students to identify characteristics of each type of economy. As they hear about the restaurant that Chick-fil-A opened in Canada, they will look at the economic continuum and see how our economy compares to Canada.

The fifth lesson plan is called “**To His Credit**”. Students will learn more about savings, loans, and personal money management through Truett’s example of starting his first restaurant, The Dwarf Grill®.

The sixth lesson plan, “**International Business**”, will allow students to understand more about each type of economy. As they hear about the

restaurants that Chick-fil-A had in South Africa, they will have the opportunity to look at the economic continuum to see how our economy compares to the economy of South Africa.

The seventh lesson plan is “**Waste Not, Want Not**”. Students will learn more about the effects of the Great Depression on Georgia and on Truett personally.

The eighth lesson plan, “**Nail It Down**”, will teach students more about the effects of WWII on Georgia and on Truett personally.

The ninth lesson is titled, “**Cars, Planes, and Trains**”. As students consider how the different transportation systems have impacted Georgia, they will see that Truett’s business at The Dwarf Grill has been highly tied to three of the four transportation systems.

The tenth lesson plan, “**A Good Name**”, will help students distinguish between delinquent and unruly behavior through the example of a time when juveniles vandalized one of Truett Cathy’s properties.

The final lesson plan is “**What Happened?**” For this lesson, students will identify the difference in physical and chemical changes. Then they will try and determine which Chick-fil-A menu items go through a chemical change and which go through a physical change.

These resources can be used before or after your field trip. Those used beforehand 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: Making Lemonade

### Background Information and Teacher Instructions

In each Chick-fil-A® restaurant, ratio concepts and ratio reasoning are used every day, especially in cooking.

To help students understand these concepts, work through these examples with them. Share with students that Chick-fil-A's lemonade is a very popular menu item. Tell students that a basic lemonade recipe they could use at home would call for one cup of lemon juice, one cup of sugar, and six cups of water.

Have your students consider all the different ratios for the ingredients in this recipe. They will list some of these ratios in the chart on the handout that follows this lesson (sample pictured below). Encourage students to share their answers using rate language, such as "sugar to water is a one to six ratio".

Lemon juice to sugar	1:1
Water to lemon juice	6:1
Sugar to water	1:6

Help students understand the unit rate as a / b. For example, this recipe calls for one cup of lemon juice for every six cups of water, so there is  $1/6$  cup of lemon juice for every cup of water.

To further explore ratios, have students work through the next example on their handout. A family plans to order a Chick-fil-A® Nuggets Tray for their son's birthday party. They won't know what size they need until they find out how many people are going to be there. The unit rate stays the same for all sizes of nugget trays – 8 nuggets/person. Have students complete the table on their handout (sample pictured below) to help this family determine how many nuggets come with each sized tray.

Trays	Small nugget tray	Medium nugget tray	Large nugget tray
Number of people it serves	8	15	25
Number of nuggets it has	64	120	200

If there is extra time, have your students come up with their own examples of ratio concepts and unit rates.



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

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

**Ratios concepts and ratio reasoning**

Chick-fil-A®'s lemonade is a very popular item on the menu! While we don't know their recipe, a basic lemonade recipe is below.

To make lemonade, combine:

- 1 cup lemon juice
- 1 cup sugar
- 6 cups water

Using this recipe, give the ratios for the relationships listed in the table.

Lemon juice to sugar	
Water to lemon juice	
Sugar to water	

A family plans to order a Chick-fil-A® Nuggets Tray for their son's birthday party. They won't know what size they need until they find out how many people are going to be there. The unit rate is 8 nuggets/person. Using this unit rate, complete the table on the handout to see how many nuggets come with each sized tray.

Trays	Small nugget tray	Medium nugget tray	Large nugget tray
Number of people it serves	8	15	25
Number of nuggets it has			

## Lesson Plan 2: Dinner for Four

### *Background Information and Teacher Instructions*

Chick-fil-A® Operators know that taxes must be accounted for in all they do. Chick-fil-A employees know that state and federal taxes will be taken out of their paychecks. Customers know that taxes will be added on to their purchases and must take that into account when making their food choices, especially if they have a limited amount of money to spend.

Give your students the handout to take home with 2018 prices for Chick-fil-A menu items (found on the next page of this packet). Tell students that for this assignment, they are part of a family of four that plans to eat dinner at Chick-fil-A. The four people in the family are two parents and two middle school aged kids.

The family can only spend \$25 on this meal, including tax. While the tax rate varies slightly from one county to the next, have all students use a 7% tax rate for this activity. On the back of their handout or on another piece of paper, students should show their purchase choices, pre-tax cost, tax amount, and total spent.

When students return their handouts, go over these in class to check understanding of taxes. Let students share what menu items the family ordered. Students will see that there are many different combinations of foods which can be purchased for \$25.

Ask students if they had to adjust their order to stay within budget. For those students who had to adjust their purchase, ask what they did to reduce the cost of their order. Students may come up with things like ordering water instead of soft drinks or having the siblings share a nugget meal instead of ordering two separate nugget meals.

Staying within a budget sometimes means that we must prioritize one thing above another in our purchase decisions. One customer won't care about desserts at all, while another customer wants the dessert more than anything else. Ask students if something in their order was a "must have" and have them explain how they adjusted their choices to meet their priorities.

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

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

Teacher: \_\_\_\_\_

Class Period: \_\_\_\_\_

**Directions:** Pretend you are part of a family of four that is eating Chick-fil-A® for dinner. The family members are two parents and two middle school aged kids. You have only \$25 to spend on dinner, including tax. When you decide what to order, record your order and the cost before taxes on the back on this page. Then add an additional 7% charge in taxes.

**2018 Prices for Chick-fil-A® products or meals\***

\*This is only a portion of the CFA menu, and prices are subject to change.

<p><b>Combos:</b></p> <ul style="list-style-type: none"> <li>• Chick-fil-A® Chicken Sandwich combo - \$5.99</li> <li>• Chick-fil-A® Spicy Chicken combo - \$6.25</li> <li>• Chick-fil-A® Grilled Chicken combo - \$7.25</li> <li>• Chick-fil-A® Nuggets combo (8-ct.) - \$6.09</li> <li>• Chick-fil-A® Nuggets combo (12-ct.) - \$7.49</li> <li>• Grilled Chicken Cool Wrap® combo - \$8.09</li> <li>• Chick-fil-A® Grilled Nuggets (8-ct.) combo - \$6.75</li> <li>• Chick-fil-A® Grilled Nuggets (12-ct.) combo - \$8.55</li> </ul>	<p><b>Kids' Meals:</b></p> <ul style="list-style-type: none"> <li>• Chick-fil-A® Nuggets meal (6-ct.) - \$4.39</li> <li>• Chick-fil-A® Nuggets meal (4-ct.) - \$3.65</li> <li>• Chick-fil-A® Chick-n-strips meal (2-ct.) - \$4.39</li> <li>• Chick-fil-A® Chick-n-strips meal (1-ct.) - \$3.29</li> <li>• Chick-fil-A® Grilled Nuggets meal (6-ct.) - \$4.89</li> <li>• Chick-fil-A® Grilled Nuggets meal (4-ct.) - \$3.95</li> </ul>
<p><b>Entrees/Salads:</b></p> <ul style="list-style-type: none"> <li>• Chick-fil-A® Chicken Sandwich - \$3.29</li> <li>• Chick-fil-A® Spicy Chicken Sandwich - \$3.55</li> <li>• Chick-fil-A® Grilled Chicken Sandwich - \$4.45</li> <li>• Chick-fil-A® Nuggets (8-ct.) - \$3.35</li> <li>• Chick-fil-A® Nuggets (4-ct.) - \$1.68</li> <li>• Grilled Chicken Cool Wrap® - \$5.29</li> <li>• Chick-fil-A® Grilled Nuggets (8-ct.) - \$3.99</li> <li>• Chick-fil-A® Grilled Nuggets (4-ct.) - \$2.00</li> <li>• Chick-fil-A® Spicy Southwest Salad - \$7.19</li> <li>• Chick-fil-A® Cobb Salad - \$7.19</li> <li>• Chick-fil-A® Market Salad - \$7.19</li> </ul>	<p><b>Sides:</b></p> <p>Chick-fil-A Waffle Potato Fries®:</p> <ul style="list-style-type: none"> <li>• Small - \$1.49</li> <li>• Medium - \$1.75</li> <li>• Large - \$1.95</li> </ul> <p>Side Salad - \$2.89</p> <p>Chicken Noodle Soup - \$2.69</p> <p>Fruit Cup:</p> <ul style="list-style-type: none"> <li>• Medium - \$2.79</li> <li>• Large - \$4.29</li> </ul>
<p><b>Drinks:</b></p> <p>Iced tea or Soft drinks:</p> <ul style="list-style-type: none"> <li>• Small - \$1.35</li> <li>• Medium - \$1.55</li> <li>• Large - \$1.85</li> </ul> <p>Chick-fil-A® Lemonade:</p> <ul style="list-style-type: none"> <li>• Small - \$1.59</li> <li>• Medium - \$1.79</li> <li>• Large - \$2.15</li> </ul>	<p><b>Treats:</b></p> <p>Milkshakes:</p> <ul style="list-style-type: none"> <li>• Small - \$2.85</li> <li>• Large - \$3.29</li> </ul> <p>Icedream®:</p> <ul style="list-style-type: none"> <li>• Kids - \$0.89</li> <li>• Small - \$1.25</li> <li>• Large - \$1.65</li> </ul>

## Lesson 3: A Fair Shake

### *Background Information and Teacher Instructions*

The definition of statistics is gathering and analyzing information to help make decisions and plans. Businesses like Chick-fil-A® use statistics to help determine who their customers are, what their customers want, where to put a new restaurant, how many team members are needed to work each shift, and much more.

Share with your students that Chick-fil-A restaurants serve four different flavors of milkshakes. If Chick-fil-A wanted to reduce the choices of milkshakes to only three, they could use statistical data to help make the decision of which milkshake to delete from their menu by determining which milkshake is the least popular.

To gather this data, all Chick-fil-A restaurants could keep a count of how many of each flavored milkshake they sell every day for a given period of time. At the end of the specified period, the information could be compiled from all stores and put into a graph. The graph would show which flavor is the least popular. That flavor could then be deleted from the menu.

Determining something like which flavor of milkshake is least popular is only one possible way Chick-fil-A could use statistics to help their business. Have students brainstorm other questions that Chick-fil-A restaurants might want to investigate to help their business be successful.

Record the questions that your students suggest on the board. After you have many questions listed on the board, remind students that statistical questions will have varied answers. With that in mind, have students look back at the questions that have been suggested to see which of these are truly statistical questions. Write an “S” beside all questions that are statistical questions. If a question is not a statistical question, have students explain why it is not.

After determining which questions are statistical questions, help students explore how that information could help Chick-fil-A.

## Lesson 4: O Canada!

### Background Information and Teacher Instructions

Share with your students that Chick-fil-A® opened a restaurant in Canada in 2014 at Calgary International Airport. In 2019, Chick-fil-A plans to open another restaurant in Toronto, Canada.

Using the handout on the next page, help students fill in the chart (sample below) to compare the three basic types of economies. After completing the chart, guide students to understand that no economy is purely market or purely command. Instead, economies fall in different places on the economic continuum. Show them the continuum that is below the chart.

Tell students that the economic continuum is “a 0-100 scale which ranks world economies from most command-leaning (0) to most market-leaning (100)”. From this continuum, students can see that our economy and Canada’s economy are very close to each other on the market end of the continuum. The similarities in both economies should have made the process of opening an international

location go more smoothly than it might have if the economies were extremely different.

Discuss with students that many of the supplies used in a Chick-fil-A restaurant in Canada will be imported to them from the United States, such as cups, bags, other packaging supplies, packets of sauces and dressings, Chick-fil-A’s special seasoning mix, and more. Other products can be purchased locally, such as the chicken, fruits, and vegetables. If Chick-fil-A imported their poultry to the Canadian location instead of using local poultry, they would incur some tariffs (import tax) and quotas. These tariffs and quotas are put in place to protect local producers from being put out of business.

Help students understand that Canada and the United States have free trade with each other through NAFTA. Both Canada and the United States benefit when there is a blend of imported goods and locally produced goods.

Quote and instructional information taken from <https://www.georgiastandards.org/Georgia-Standards/Documents/Social-Studies-6th-Grade-Latin-America-Canada-Teacher-Notes.pdf>.

Scores for the economic continuum were taken from <https://www.heritage.org/index/ranking>.

Type of Economy	Traditional Economy	Command Economy	Market Economy
Who decides what is made and for whom?	Traditions, ancestral ways	National Government	Producers and consumers
Who own the means of production?	You own your own equipment	State owns it	Producers own the means of production
What are the feelings towards the customer?	Don’t have what we call customers	Not concerned about them, it is just whatever the government says	Customers are extremely important!
Is there competition?	No – everyone works for the good of the community	No because it is government owned and controlled	Yes! Competition is what it is all about
How much government regulation is there?	Not a factor in traditional economies	Complete control	Limited

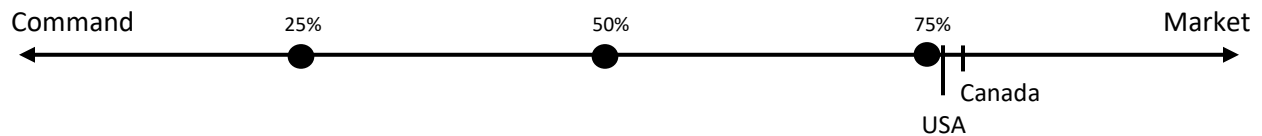
Name: \_\_\_\_\_ Date: \_\_\_\_\_

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

### Comparing Types of Economies

Type of Economy	Traditional Economy	Command Economy	Market Economy
Who decides what is made and for whom?			
Who owns the means of production?			
What are the feelings towards the customer?			
Is there competition?			
How much government regulation is there?			

### USA and Canada on the Economic Continuum



## Lesson 5: To His Credit

### *Background Information and Teacher Instructions*

Ask students to share if they have saved for a big purchase in the past or if they are working on saving for a big purchase right now. Encourage them to share the discipline involved in saving and what things they might have given up allowing them to continue to increase their savings. Ask those who respond if they were able to save enough for their goal, and if so, how long it took them.

To build and open The Dwarf Grill® in 1946, Truett and his brother, Ben, needed \$10,600. Truett sold his car and combined that money with other money he and Ben had saved. Their savings totaled \$4,000. While \$4,000 was a lot of money in 1946, it still wasn't enough. The brothers took out a loan for \$6,600 to have the rest of the money they needed to start this business.

Explain to students that when people take out a loan, the bank charges interest in addition to the amount of the loan. That means that the borrower is paying the bank back more money than they borrowed in order to have immediate use of money they didn't have on their own.

As soon as a loan is set up, the borrower will have recurring monthly payments for a certain length of time. In Truett and Ben's case, they were charged 4% interest per year. The loan was to be

paid off in ten years. When you add their interest to the amount of the loan, Truett and Ben paid just over \$8,000 to have that \$6,600 to get started.

Unfortunately, Truett's brother, Ben, died in 1949, but Truett was still able to pay off the loan on his own because the restaurant was very successful. This loan worked out well for Truett! In some cases, people find themselves unable to pay back their loans. The consequences for not paying back a loan can be significant, so remind students that they need to be careful when they consider borrowing money or using credit to purchase something.

Using the handout on the next page, have students partner together to work through a scenario in which Robert is trying to decide whether or not to take out a loan to buy a car. After working through the handout and determining how much Robert would need to borrow, go to a loan calculating website, such as <https://www.creditkarma.com/calculators/loan>, to calculate the interest rate and payments. Set the interest rate at 4% with five years to pay it off. See what the monthly payment would be and determine if Robert will have enough for that payment. After completing the worksheet, have students discuss if they think this loan is a good decision for Robert or not.

Answer key – 1 - \$162, 2 - \$648, 3 - \$518,40, 4 - \$225, 5 – \$293.40, 6 - \$6,000, 7 - \$110, 8 - subjective

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

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

Definitions:

Gross Income – The amount of income you earn before taxes or deductions are taken out.

Net income – Gross income minus taxes and deductions.

Robert is a junior in high school. He is one of the team members at the Chick-fil-A® near his house. He currently makes \$9/hour and works 18 hours a week. Approximately 20% of his income is taken out to pay federal and state taxes.

Robert's regular monthly expenses are as follows:

Gas - \$40/month

Cell phone - \$35/month

Dining out - \$50/month

Saving for college - \$100/month

Robert doesn't have a car of his own, but he wants to get one. His parents are giving him \$1,500 towards a car. They will also pay his car insurance. He has found a used car for \$7,500 that he really wants to buy. First, figure out what Robert's payments would be and see if he has enough money to support that payment. Then share whether you think this loan is a good decision for Robert or not.

1 - Calculate Robert's gross income each week. \_\_\_\_\_

2 - Calculate his gross income in each month. \_\_\_\_\_

3 - Calculate his net income by taking 20% in taxes out of his monthly gross income. \_\_\_\_\_

4 - What is the total of his regular monthly expenses? \_\_\_\_\_

5 - Subtract his regular monthly expenses from his monthly net income. \_\_\_\_\_

6 - How much of a loan would Robert need to take out for this car? \_\_\_\_\_

Before answering the last two questions, your teacher will show you a loan calculating website showing his loan at 4% interest for 5 years.

7 – What would Robert's monthly payments be for this car? \_\_\_\_\_

8 – Do you think this is a wise decision for him? Why or why not? \_\_\_\_\_



## Lesson 6: International Business

### Background Information and Teacher Instructions

Using the handout on the next page, help students fill in the chart (sample below) to compare the three basic types of economies. After completing the chart, guide students to understand that no economy is purely market or purely command. Instead, economies fall in different places on the economic continuum.

Tell students that the economic continuum is “a 0-100 scale which ranks world economies from most command-leaning (0) to most market-leaning (100)”. From the continuum on the handout, students can see that our economy is more of a market economy than South Africa’s.

Share with your students that Chick-fil-A® opened several restaurants in South Africa in the late 1990’s. Before opening a restaurant there, you can trust that Chick-fil-A did a lot of research! They needed to understand the differences in economies, what tariffs or quotas they would face, and more.

At the time these restaurants were opened, the unemployment rate in South Africa was “estimated at nearly 40 percent”. (Melvin, Don. “Chicken Sandwiches in S. Africa.” *The Atlanta Journal-Constitution*, 18 Apr 1999.)

These Chick-fil-A restaurants opened jobs for some of the South Africans who had been unemployed. Give students the opportunity to discuss the impact this new job would have had on these men and women after being unemployed. Help them to understand that it didn’t just impact that one person. It made an impact on their whole family and helped the economy.

Chick-fil-A restaurants in South Africa eventually closed due to supply chain problems. To help explain this, ask students if they order things online to be shipped to their homes. Ask them how long those shipments usually take. We are used to fast shipping here in the United States.

Look at a map to see how far South Africa is from Georgia. Getting shipments from the United States to South Africa is much more complicated than our regular online orders in the United States. Shipments that these South African restaurants ordered would sometimes take weeks longer than expected to arrive. You can imagine how difficult it would be for restaurants to know that they can serve their customers well if they don’t know when their shipments will come.

Quote on the economic continuum and instructional information taken from <https://www.georgiastandards.org/Georgia-Standards/Documents/Social-Studies-6th-Grade-Latin-America-Canada-Teacher-Notes.pdf>. Scores for the economic continuum were taken from <https://www.heritage.org/index/ranking>.

Type of Economy	Traditional Economy	Command Economy	Market Economy
Who decides what is made and for whom?	Traditions, ancestral ways	National Government	Producers and consumers
Who own the means of production?	You own your own equipment	State owns it	Producers own the means of production
What are the feelings towards the customer?	Don’t have what we call customers	Not concerned about them, it is just whatever the government says	Customers are extremely important!
Is there competition?	No – everyone works for the good of the community	No because it is government owned and controlled	Yes! Competition is what it is all about
How much government regulation is there?	Not a factor in traditional economies	Complete control	Limited

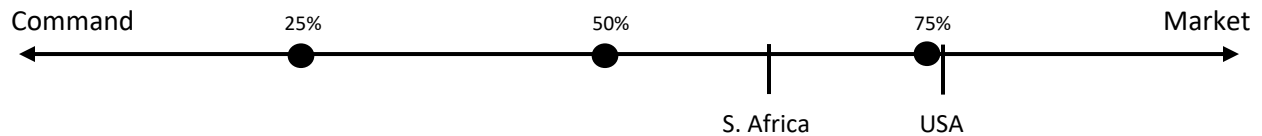
Name: \_\_\_\_\_ Date: \_\_\_\_\_

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

### Comparing Types of Economies

Type of Economy	Traditional Economy	Command Economy	Market Economy
Who decides what is made and for whom?			
Who owns the means of production?			
What are the feelings towards the customer?			
Is there competition?			
How much government regulation is there?			

### USA and South Africa on the Economic Continuum



## Lesson 7: Waste Not, Want Not

### *Background Information and Teacher Instructions*

Discuss or review some of the economic factors that resulted in the Great Depression. Truett Cathy, a resident of Georgia, was only eight years old when the Great Depression began. It had a major impact on Truett and his family. Truett's father worked in real estate and was no longer able to provide for his family from the economic crash. Truett's mother ended up becoming the bread winner for the family. The family moved from Eatonton to Atlanta where Truett's mom opened a boarding house to make money. Truett and the whole family worked to help the boarding house be a success. Students may remember seeing the picture of the boarding house on their tour of Truett's office.

Living in these times, Truett learned how to work hard at a very young age. At just eight years old, he began selling individually bottled Cokes. He would buy a six pack of Cokes for \$0.25 and sell them individually for \$0.05/each. He made a \$0.05 profit on every six bottles. After selling Cokes, his next job was delivering newspapers.

As a child of the Depression, Truett learned to be thrifty and not waste anything! This stayed with Truett even after he became financially successful. For example, if he used plastic utensils for a meal, he would often wipe them off and save them to re-use later. He even recycled envelopes by writing his speeches on them and then carrying them in his jacket pocket!

The Great Depression impacted Truett in more ways than just learning to work hard and not waste things. The economic crash affected Truett's father deeply when he could no longer provide for his family. Truett said that his father was not the same after the Depression. While that had a big impact on the whole family, Truett did not become bitter from seeing the effects on his father. On the contrary, Truett learned to serve others with joy, knew the importance of showing love and support to others (especially children), and worked hard to ensure his success.

With today's economy being so much stronger than the economy during the Depression, most of us don't give any thought to the need to conserve things the way Truett did. We throw things away easily and without thought to how we could have saved them. We leave water running and electricity on even when we don't need it. We waste food and drinks without any concern.

Have students get in groups of 4 or 5 to brainstorm ways they could be less wasteful. Have them think of things they throw away that could be reused. Have them consider how they could cut back on the water and electricity they use. After groups have made a list, have them share their ideas. Encourage students to put some of these ideas into practice!

## Lesson 8: Nail It Down

### *Background Information and Teacher Instructions*

Discuss or review with students the role that Georgia played in WWII. Truett Cathy and his family were some of many Georgians impacted by the war.

After graduating high school in 1939, Truett worked as a clerk for the Army. World War II began in September of 1939, but the U.S. was able to officially stay out of it until the bombing of Pearl Harbor on December 7, 1941. Truett was one of the thousands of Georgians drafted into service. He kept his job as a clerk, this time as a member of the Army instead of a civilian. In 1944, Truett would have been sent overseas for service. However, it was discovered that he had developed a serious allergy to the sun. When Truett went out in the sun, he would break out in hives and if he didn't get inside, he would pass out. This prevented him from being able to be sent overseas. Truett was honorably discharged from the Army in 1945.

At the start of WWII, Georgia was still a predominantly rural area. Many Georgians were living and working on farms. When the war ended, many farmers moved to more urban areas. People were trying to rebuild things that needed repair. This is the time frame in which Truett and Ben were building their first restaurant, The Dwarf Grill®.

Truett and Ben did most of the construction work for The Dwarf Grill themselves, but it

wasn't easy. Building supplies were hard to come by after the war. Nails were rationed to allow only one pound purchased at a time. So Truett had to be creative to get enough building materials to get this restaurant going. Sometimes he would take nails out of scrap lumber and re-use them. To get enough new nails, he would drive to many different towns, buying one pound of nails in each town. Truett cut his expenses by purchasing used kitchen equipment.

When the building was finally ready, it was time to order food and get started! Due to food being rationed at that time, Truett combined his food orders with other larger restaurants to have enough food to cook and serve. The Dwarf Grill was a huge success and eventually led to the start of Chick-fil-A®. Truett's hard work and willingness to find ways through obstacles paid off!

Discuss with students other obstacles Georgians had to overcome during and after the war. Then ask students to think about a time in their life when they had to overcome difficult obstacles. Have them write a paragraph about what they had to do to overcome these things and what they learned from that experience. If students cannot think of a personal example, have them ask a family member about a time when he/she had to overcome obstacles and write about his/her response.

Information about WWII and Georgia taken from <https://www.georgiastandards.org/Georgia-Standards/Documents/Social-Studies-8th-Grade-Teacher-Notes.pdf>)

## Lesson plan 9: Cars, Planes, and Trains

### *Background Information and Teacher Instructions*

The road, air, water, and rail systems in Georgia all contribute to the economy. They give jobs to Georgians, bring needed goods to our state, and take things made in Georgia to other locations. Truett's business has been strongly linked with these three transportation systems: road, air and rail.

The Dwarf Grill® was built in 1946 along the main route to Florida. At that time, cars did not have air conditioning, so families would often drive at night. Because the restaurant was open 24 hours a day, six days a week, The Dwarf Grill was able to provide food for many of these families as they travelled to Florida.

In addition to being close to the highway, The Dwarf Grill was near the Atlanta Airport. Truett knew that his location was perfectly positioned to allow Delta employees to come have breakfast, lunch, or dinner. Truett also knew that Ford was building a motor plant across the street from The Dwarf Grill. Once the plant was built, many Ford employees ate meals at The Dwarf Grill. Being open 24 hours a day helped him serve these shift workers.

While Truett expected to serve travelers and the Delta and Ford employees, he may have been surprised when railroad workers became customers too! The Seaboard train line ran right by The Dwarf Grill. The conductor actually stopped the train on the tracks, blocking traffic, so engineers could run in and pick up food from The Dwarf Grill. After doing this a time or two, it became a more regular occurrence.

Truett knew that all of these transportation workers were on short schedules for getting in

and out of his restaurant. Seeking to provide the best customer service, he quickly learned his customers and what they liked to eat. He would start cooking their food when he saw them coming and often had their order ready as they sat down!

In the case of the Seaboard railroad workers, Truett took an extra step to help them get their food quickly. He served his hamburgers with ketchup, mustard, Worcestershire sauce, and pickle juice. Putting each of these ingredients separately on the buns for the railroad workers slowed down the completion of the food. Truett decided to mix these ingredients together in the right proportions and store it as "Seaboard Sauce". That allowed him to get the burgers ready even faster for the folks on the train.

Though the Ford plant closed in 2007, many travelers and airport employees still come to this original location, now known as The Dwarf House®. Seaboard rail workers still stop the train occasionally to pick up food as well!

Truett Cathy is one of Georgia's most famous entrepreneurs. The Dwarf House and Chick-fil-A® are Georgia-based businesses that have brought many jobs to the community and helped economic development. In the next few years, many of your students will begin working. Ask students to consider what role they might like to have in a Chick-fil-A restaurant, what benefits this job would offer them, and how the job could help them. Remind them that they would always have one day a week off work, because all Chick-fil-A restaurants are closed on Sundays.

## Lesson plan 10: A Good Name

### *Background Information and Teacher Instructions*

Discuss with students that a delinquent is “a minor 17 years of age or under who has been charged with wrong-doing”. Once charges are made, officials must decide if the offense should be considered a delinquent act or an unruly act.

A delinquent act is “an act committed by a juvenile that would be a criminal offense according to adult law”. An unruly act is “an act committed by a juvenile that would not be a criminal offense according to adult law”. Explain to students that the consequences to a juvenile will differ based on how the offense is classified.

Share with your students that in 2008, one of Truett Cathy’s properties was vandalized by some pre-teen girls. According to an article on the situation, the girls caused “\$30,000 in damage to his home”. (Quote and specifics about this situation taken from – Johnson, Mark I. “Restaurant founder dishes out punishment to vandals.” *The Daytona Beach News-Journal*, 1 Aug 2008.)

Ask students if this would be considered a delinquent act or an unruly act. Be sure they understand this was a delinquent act. Truett could have pressed charges against these girls, but he chose not to. He didn’t want them to have this on their record at such a young age, but he did feel that they needed consequences for their actions.

Truett worked with their parents to come up with the consequences. First, the girls had to write 1,000 sentences that said, “I will not vandalize other people’s property.” Next, they had to read good books for three hours a day. After reading, they had to write one book report a week for 13 weeks and mail these to Truett. Their final punishment was no video games or television for six months.

Truett wanted the consequences for the girls to be more than just a punishment. He saw it as an opportunity to influence the girls and hopefully change the direction of their lives. Truett’s life verse was Proverbs 22:1 which says, “A good name is rather to be chosen than great riches.” He hoped that these girls would learn from their mistakes and be able to make a good name for themselves.

Let students share what could have happened to these girls if Truett had pressed charges and how that would have changed their lives. Next, let students discuss why they think it was so important to Truett to make “a good name” for himself. Encourage students to think about how they can make “a good name” for themselves.

Finally, have students write a paragraph about how their current choices, even as middle schoolers, will impact the name they make for themselves. Have them end the paragraph by telling specific actions they can take to try and make a good name for themselves.

All definitions in the first two paragraphs taken from (<https://www.georgiastandards.org/Georgia-Standards/Documents/Social-Studies-8th-Grade-Teacher-Notes.pdf> )

## Lesson plan 11: What Happened?

### *Background Information and Teacher Instructions*

Discuss physical changes versus chemical changes with your students. Remind students that “a physical change in a substance doesn’t change what the substance is.” On the contrary, “in a chemical change where there is a chemical reaction, a new substance is formed and energy is either given off or absorbed.”

Every item on the menu at Chick-fil-A has multiple ingredients that are combined to make something new. In some cases, the ingredients only go through a physical change, while other times they go through a chemical change.

Let students work in groups of three or four on this assignment. Give groups a copy of the handout on the next page. Using Chick-fil-A’s website (<https://www.chick-fil-a.com/>), show your students the menu items that Chick-fil-A serves. Have each group choose six different menu items and try to decide which of these go through a physical change and which go through a chemical change. Ask students to be prepared to share the basis behind their decision.

Definitions for physical and chemical changes taken from <http://www.mcwdn.org/chemist/pcchange.html>

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

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

Every item on the menu at Chick-fil-A has multiple ingredients that are combined to make something new. In some cases, the ingredients go through a physical change while other times it goes through a chemical change.

As a group, choose six different menu items and discuss whether you think it went through a physical change or a chemical change. After discussing what sort of change the item went through, list it in the correct column.

Physical Change	Chemical Change



## 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. Since 1973, Chick-fil-A's Leadership Scholarship Program has given away millions of dollars in scholarships to thousands of Chick-fil-A Team Members.

As part of his WinShape Homes® program, ten group homes and one independent home 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, thousands of 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 6-8

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, Social Studies, Science, and Literacy for Reading in History/Social Studies. The standards are arranged by content area and then grade.

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### Georgia Performance Standards

#### Georgia Performance Standards for Mathematics

- MGSE6.RP.1
- MGSE6.RP.2
- MGSE6.RP.3
- MGSE6.SP.1
- MGSE7.RP.3
- MGSE7.NS.3

#### Georgia Performance Standards for Social Studies

- SS6E4
- SS6E5
- SS6E13
- SS7E1
- SS7E10
- SS8H8
- SS8H9
- SS8H10
- SS8CG5
- SS8E1
- SS8E2
- SS8E3

#### Georgia Performance Standards for Science

- S8P1d

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

- L6-8WHST1
- L6-8WHST4

# Chick-fil-A Backstage Tour

Study Guide for Freshmen and Sophomores



# Chick-fil-A® Backstage Tour

## Study Guide for High School Freshman and Sophomores

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*Literacy Standards for Reading in History/Social Studies (RHSS and WHST)*

#### Additional Resources

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

The Man Behind the Counter: Biography of Truett Cathy

Go Figure! Fun Facts

#### Recipe for Success: Curriculum Standards

Georgia Performance Standards

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Content created for Chick-fil-A®, Inc. by Addy Tyler, Heather Barr, Chick-fil-A® Archives, TurnKey Education, Inc., Jeff Whitfield, and Elise Barrett.



## 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.

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.

## 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.
	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

# Chick-fil-A Backstage Tour

Study Guide for Juniors and Seniors



# Chick-fil-A® Backstage Tour

## Study Guide for High School Juniors and Seniors

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#### Additional Resources

- It's My Pleasure: History of Chick-fil-A®
- The Man Behind the Counter: Biography of Truett Cathy
- Go Figure! Fun Facts

#### Recipe for Success: Curriculum Standards

- Georgia Performance Standards

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Content created for Chick-fil-A®, Inc. by Addy Tyler, Heather Barr, Chick-fil-A® Archives, TurnKey Education, Inc., Jeff Whitfield, and Elise Barrett.

## 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



#### Mathematics

- Grade 3: MGSE3.OA.1, MGSE3.OA.2, MGSE3.OA.3, MGSE3.OA.4, MGSE3.OA.6, MGSE3.NBT.2, MGSE3.MD.2, MGSE3.MD.3
- Grade 4: MGSE4.OA.1, MGSE4.OA.2, MGSE4.NBT.4, MGSE4.MD.2
- Grade 5: MGSE5.NBT.4, MGSE5.MD.5
- Standards for Mathematical Practice: 1, 2, 5

#### Science

- Grade 3: S3L2b
- Grade 4: S4E3a
- Grade 5: S5P1b, SSP1c, S5L1b, S5L3a

#### Social Studies

- Grade 5: SS5H3a, SS5H6b
- Information Processing Skills: 2, 7, 13

#### Visual Arts

- Grade 3: VA3MC.1b, VA3C.1a
- Grade 4: VA4MC.1b, VA4C.1a
- Grade 5: VA5MC.1b, VA5C.1a

#### Health Education

- Grade 3: HE3.1a, HE3.1c, HE3.4b
- Grade 4: HE4.4b
- Grade 5: HE5.4a