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Big Chicken Makes Its Entrance in Chicago's Wintrust Arena

Hit Chicken Franchise Bringing BIG Fun to the Home of WNBA's Chicago Sky and DePaul University's Men and Women's Basketball as the Brand Continues Its Arena Expansion with Oak View Group

CHICAGO – Big Chicken, the star-powered fast casual restaurant brand founded by Hall of Famer Shaquille O'Neal, announced today the opening of its newest venue location at Wintrust Arena located on the McCormick Place campus.

Set to officially launch with a grand opening on June 8, just before the Chicago Sky take on the Atlanta Dream, Big Chicken will host a ribbon-cutting ceremony at its concession location near section 116.

Big Chicken is continuing its expansion into high-profile arenas across the country and internationally through its partnership with Oak View Group (OVG), the largest builder of new arenas in the world. The group recently opened Big Chicken's first international location at OVG's newest world-class venue, Co-op Live, in Manchester, United Kingdom. Now, Big Chicken in Wintrust Arena will be joining several other OVG properties, including Chicagoland's SeatGeek Stadium, ASU's Mullett Arena, Arizona's Footprint Center, New York's UBS Arena, Moody Center in Austin, Seattle's Climate Pledge Arena and Palm Spring's Acrisure Arena.

"There's no doubt that Big Chicken will be a game changer for fans with BIG appetites at Wintrust Arena," said Josh Halpern, CEO of Big Chicken. "Thanks to our incredible partnership with Oak View Group, we've been able to captivate crowds of fans in Chicagoland at SeatGeek Stadium, and now Wintrust Arena as well. We partnered with Chicago's iconic doughnut shop to create a one-of-a-kind sandwich for our debut in the city almost a year ago in Rosemont, and plan to continue to engrain ourselves into the local restaurant scene with a new location coming to Arlington Heights next year."

Big Chicken's newest location in Wintrust Arena joins the existing Chicagoland locations in Rosemont and SeatGeek Stadium. Offerings at the arena location include The Original Big Chicken (Big Chicken Sauce, chicken breast and B&B Pickles), Uncle Jerome's Nashville Hot (Nashville hot chicken, mayo and pickles), tenders and more concession items. In addition to DePaul University Men's and Women's Basketball, Wintrust Arena also serves as the home court for the 2021 WNBA Champion, the Chicago Sky. The arena also serves as a dynamic, multi-purpose arena that frequently hosts tens of thousands of visitors for general sessions, business meetings, concerts and other special events.

"Adding Big Chicken at Wintrust Arena is a slam dunk and promises to further enhance the game day experience for Chicago Sky and WNBA fans," added Ken Gaber, President of OVG Hospitality, the food and beverage division of Oak View Group. "The restaurant brings a taste of Shaq's larger-than-life personality to the arena, providing fans with a distinctive dining option that complements the thrilling basketball action. The success of Big Chicken at our other Oak View Group properties speaks volumes about its appeal, and we're confident all visitors to Wintrust Arena will enjoy these delicious offerings."

In addition to becoming a staple in U.S. arenas, Big Chicken currently has 30-plus traditional and non-traditional locations open and more than 350 in development worldwide.

To learn more about Big Chicken in Chicago's Wintrust Arena, visit www.bigchicken.com.

Follow Big Chicken on [Instagram](#), [Facebook](#), [LinkedIn](#) and [TikTok](#) to stay up to date on new restaurants, menu items and brand updates.

About Big Chicken

Founded in 2018, Big Chicken is backed by a dream team of partners; JRS Hospitality, an accomplished Las Vegas-based ownership group; Authentic Brands Group, a multi-national, multi-billion-dollar brand development, marketing and entertainment company; and Hall of Fame basketball star Shaquille O'Neal. Big Chicken fuses O'Neal's home-cooked childhood favorites with today's trending flavors. From crispy chicken sandwiches and tenders to Cheez-It® crusted mac n' cheese and hand-crafted ice cream shakes, each menu item tells a story all while offering guests an inside look into the life and personality of Shaquille O'Neal. With 19 traditional locations currently open and several in the development pipeline, Big Chicken is prepped to begin U.S. and international expansion through franchising.

To learn more about Big Chicken, visit www.bigchicken.com.

About Shaquille O'Neal

Shaquille O'Neal is one of the world's most successful athlete-turned-businessmen, whose accomplishments both on and off the court have translated into a highly sought-after consumer brand. As an entrepreneur, sports analyst, DJ, restaurateur, and brand ambassador, Shaquille O'Neal's signature "Business of Fun" mantra resonates throughout each of his countless endeavors.

The 15-time NBA All-Star's unprecedented athletic career spanned nearly two decades and earned him countless awards and honors, including NBA Most Valuable Player, NBA Rookie of the Year, four NBA Championships and a First Ballot NBA Hall of Famer. Currently, O'Neal is an analyst on TNT's Emmy Award-winning "Inside the NBA."

O'Neal, who has a PhD in Leadership and Education, established The Shaquille O'Neal Foundation which provides resources for underserved youth. He also gives back through a number of annual philanthropic programs including Shaq to School, Shaqsgiving, and Shaq a Claus.

The launch of his Las Vegas eatery Big Chicken has further elevated Shaquille's status as he has positioned himself as a successful restaurateur. The brand currently has more than 350 locations in development worldwide and 30-plus locations open in traditional and non-traditional restaurant settings.

Follow Shaquille O'Neal on [TikTok](#), [Facebook](#), [Twitter](#) and [Instagram](#).

About Authentic Brands Group

Authentic Brands Group (Authentic) is a global brand development, marketing and entertainment platform, which owns a portfolio of more than 40 iconic and world-renowned Lifestyle, Entertainment and Media brands. Headquartered in New York City, with offices around the world, Authentic connects strong brands with best-in-class partners and a global network of operators, distributors and retailers to build long-term value in the marketplace. Its brands have an expansive retail footprint, including more than 9,100-plus freestanding stores and shop-in-shops in more than 150 countries and generate approximately \$24 billion in global annual retail sales.

Authentic is committed to transforming brands by delivering powerful storytelling, compelling content, innovative business models and immersive experiences. It creates and activates original marketing strategies to drive the success of its brands across all consumer touchpoints, platforms and emerging media. Authentic's brand portfolio includes Marilyn Monroe®, Elvis Presley®, Muhammad Ali®, Shaquille O'Neal®, David Beckham®, Dr. J®, Greg Norman®, Neil Lane®, Thalia®, Sports Illustrated®, Reebok®, Eddie Bauer®, Spyder®, Volcom®, Airwalk®, Nautica®, Izod®, Brooks Brothers®, Barneys New York®, Judith Leiber®, Ted Baker®, Hervé Léger®, Frye®, Juicy Couture®, Vince Camuto®, Lucky Brand®, Aéropostale®, Forever 21®, Nine West®, Jones New York®, Tretorn®, Prince®, Van Heusen®, Arrow®, Hickey Freeman®, Hart Schaffner Marx® and Thomasville®.

For more information, visit [authentic.com](#).

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About Oak View Group

Oak View Group (OVG) is the global leader in live experience venue development, management, premium hospitality services, and 360-degree solutions for a collection of world-class owned venues and a client roster of arenas, stadiums, convention centers, music festivals, performing arts centers, and cultural institutions. Founded by Tim Leiweke and Irving Azoff in 2015, OVG is the leading developer of major new venues either open or under development across four continents. Visit [OakViewGroup.com](#), and follow OVG on Facebook, Instagram, LinkedIn, and X.

About Wintrust Arena

The Wintrust Arena is a multi-purpose venue for concerts, sporting events, general session hall for business meetings, conventions and other major special events. With 10,000 seats and 22 state-of-the-art suites, the Wintrust Arena can accommodate a myriad of events. The arena is a public-private partnership between the Metropolitan Pier and Exposition Authority and DePaul

University, featuring a first-class NCAA basketball court that is the home court for DePaul University Men's and Women's basketball teams. The arena also serves as the home for the WNBA's Chicago Sky.

For more information, visit wintrustarena.com

Follow Wintrust Arena on Facebook, Instagram and Twitter.