

# Polsinelli Represents Area 15 Ventures in Sale of Daddy's Chicken Shack

**(June 26, 2026)** Polsinelli recently represented Area 15 Ventures in the sale of fast-casual sandwich franchisor Daddy's Chicken Shack to New Jersey-based Esperto Hospitality Group. Founded in 2018, Daddy's Chicken Shack was acquired in 2023 by Area 15 Ventures, which then pursued a strategic refinement of the business, focusing on unit economics and operational efficiency, and sharpening the brand's focus ahead of the franchisor's next phase of growth.

Under Esperto's ownership, the chain plans to open its first New Jersey location in the third quarter of 2026, with additional locations expected to follow.

"Area 15's work with Daddy's Chicken Shack created the foundation for a successful transaction," said Darren R. Hensley, the Polsinelli Senior Partner who advised on the transaction alongside Shareholder Leonard MacPhee. "We were pleased to help guide the sale and support an outcome that creates opportunities for expansion under new ownership."

This marks Polsinelli's second announced transaction for Area 15 Ventures. In 2023, the firm represented Area 15 in its acquisition of fast-casual sandwich franchisor Port of Subs.

The Polsinelli team involved in this transaction was led by Senior Partner Darren R. Hensley and Co-Head of Global Franchise & Supply Network Practice Len MacPhee. Additional support was provided by Shareholders Jess A. Dance and Daniel P. Mullarkey as well as Associates Melissa A. Latini, Katherine E. Hanners and MacGregor Greenlee.

## About Polsinelli

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