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CHANTAL SOMBONOS-VAN TONDER
VENETIA VAN DEVENTER

Chicken Licken

VS

Hungry Lion

TWELVE MONTHS OF GOOGLE REVIEWS. CHICKEN LICKEN AND HUNGRY LION, COMPARED.

We read 22,272 reviews.
Two pages: what stands out, where we win, where they win, what is fixable, what to watch.



SCAN ME

Henrietta explains it in under two minutes.

We read every Google review for both brands: 22,272, over twelve months.

WHAT STANDS OUT

NEARLY HALF OF OUR STORES HAVE A HUNGRY LION WITHIN A KILOMETRE.

114 of our 254 stores with reviews, measured on Google, 5 October 2026. 74 of those have a Pedros within a kilometre too.

WHERE WE BEAT THEM

	CHICKEN LICKEN	HUNGRY LION
Regulars rate us higher Average score from reviewers with 6+ reviews, out of 5. Theirs is the lowest we have measured.	3.99 out of 5	3.37 out of 5
A third of the waiting Percentage of reviews that complain about waiting at the counter. Hungry Lion has no fly-throughs, so ours is counted without them.	3.2% of reviews	9.6% of reviews
Half the out-of-stock complaints Percentage of complaints about items out of stock	3.1% of complaints	6.1% of complaints
Reviewers with a track record Percentage of reviews from accounts with two or more Google reviews	81% of reviews	49% of reviews
Our hero product: twice as often Percentage of 4–5 star reviews from regulars that name the wing	7.59% of top reviews	4.0% of top reviews

WHERE THEY BEAT US

Food complaints Percentage of complaints about the food: old, stale, dry, salty, cold, oily or undercooked	30% of complaints	16% of complaints
Reviews answered Percentage of reviews with an owner reply	6% of reviews	97% of reviews
The Google score, last six months April to September, out of 5. Over the full year we are level at 3.84.	3.86 out of 5	4.12 out of 5

WHAT IS FIXABLE

THE SCORE FOLLOWS THE FOOD. AND THE FOOD IS OURS TO FIX.

THE ONE THING TO DO

KEEP IT FRESH, FRYER TO PACKER.

Thirty percent of our complaints are about the food: 487 in the year, from 172 of our 254 stores. Our customers talk about the food more than any rival's do: 55% of our written reviews mention it, against 46% at Hungry Lion, 44% at KFC and 39% at Pedros. The standard they hold us to is the one our fans set. Every one of those complaints is fixable. Salt happens at the fryer. Old, dry and stale happen at the packer. The procedures for both already exist. Focus on those two stations and we win.

And answer the reviews. Hungry Lion answers 97% of its reviews in public. We answer 6%. That is a choice, not a capability.

WHAT TO WATCH

EVERY MONTH

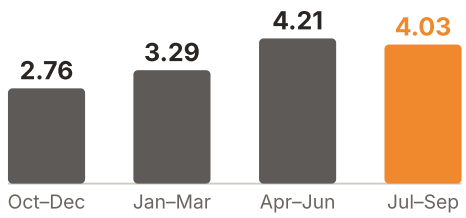
THE ONE TO TRACK

HUNGRY LION CLIMBED A STAR, THEN SLIPPED.

Their Google average went from 2.76 to 4.21 in six months, then fell to 4.03 from July to September. Their share of 1–2 star reviews rose again, from 16.0% to 20.5%.

Two things moved in May: the volume and the score. 863 reviews in April, 2,096 in May. The score went from 3.84 to 4.34 the same month.

HUNGRY LION'S GOOGLE AVERAGE, BY QUARTER



1 WHERE IS HUNGRY LION OPENING?

About 80 new stores in a year, one every four or five days. Nearly a third sit within a kilometre of ours.

2 DOES THE SLIDE CONTINUE?

Theirs moved more than a star in a year. Ours held: 3.86 to 3.91. Among regulars they trail us 3.48 to 4.00.

Data. Every Google review, 1 October 2025 to 30 September 2026, South Africa: Chicken Licken 8,983 reviews across 254 stores; Hungry Lion 13,289 across 381. Store counts and distances from Google listings, 5 October 2026. **Method.** None sampled. "Percentage of complaints" is a share of each brand's written 1–2 star reviews (Chicken Licken 1,628, Hungry Lion 2,883), by keyword. "Percentage of reviews" is a share of all reviews. Wings: 1,265 and 979 written 4–5 star reviews from reviewers with 6+ reviews.

THIS WAS TWELVE MONTHS. THE SAME ANALYSIS CAN RUN EVERY MONTH.

Keegan Hepburn, Chicken Licken franchisee (Zastron) · October 2026

Prepared for Chantal Sombonos-Van Tonder and Venetia van Deventer. Not for distribution.

Who's next?

Scan me to choose the next competitor Henrietta compares.