Children & Their Culture - The Chick-fil-A Alice

August A. Imholz, Claire Imholz

Abstract

"The Chick-fil-A Alice" considers a VERY condensed version of Alice in Wonderland being given to children by a fast-food chain as part of a literacy and family values campaign. August and Clare Imholtz discuss the amazing things done in fewer than twenty pages.

Full Text:

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The foundation of the Chick-fil-A’s brand is the fact that they make their foods fresh. To satisfy the customers, they make foods on a daily basis. They literally make foods every few minutes to speedily offer fresh foods to the customers. The company has helped thousands of restaurant employees, foster children, and other young people. Chick-fil-A has very innovative marketing strategy in order to compete with the world-famous quick service restaurants such as McDonald’s, Burger King, and KFC. Chick-fil-A’s unique position in the market is to focus on chicken-based foods. Their slogan "We didn’t invent the Chicken, just Chicken Sandwich" communicates the uniqueness of the company. This strategy has lead to a competitive advantage.