



Hassle-Free NROs: 10 Locations Fully Staffed in 12 Months

How Dave's Hot Chicken powered its rapid expansion by hiring efficiently and building strong teams, *fast*.



From parking lot pop-up to global phenomenon



Denise Calette
Director of Training
Dave's Hot Chicken

Business type



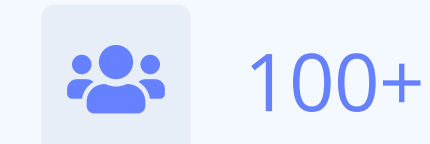
QSR

Headquarters



Pasadena, CA

Location count



100+

Founded in a Los Angeles parking lot in 2017, Dave's Hot Chicken (DHC) began as a backyard passion project: three best friends serving up Nashville-style hot chicken. Today, DHC has exploded into one of the most recognizable names in the fast-casual world.

DHC has grown to **100+ locations** across the U.S., Canada, and the Middle East, with an aggressive roadmap to keep expanding globally. Celebrities like Drake, Samuel L. Jackson, and Michael Strahan have joined as investors, cementing the brand's pop-culture status.

To continue its rapid expansion, DHC knew it needed one thing: a faster, smarter way to hire and staff new locations.





“LANDED has been **extremely helpful**. Before, I **used to do it all** for our New Restaurant Openings. It was just **too overwhelming** for me. Now with LANDED, it's just ‘here's my email, here's my availability, **send me everybody!**’”



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Director of Training
Dave's Hot Chicken

The **NRO bottleneck**: when success turns Into stress

New Restaurant Openings (NROs) should be a moment of celebration. But for Dave's Hot Chicken, every NRO meant intense operational pressure.

Behind the scenes, the opening leader and GMs were racing against the clock to staff up — often needing dozens of new team members on a tight timeline. Manual screening, interview coordination, and back-and-forth outreach consumed countless hours.

With a wave of upcoming openings and ambitious expansion goals, Dave's Hot Chicken needed to turn its NRO hiring process into a repeatable, efficient system — one that could deliver quality teams without burning out its leaders.

→ DHC aimed to open **10** new locations in a year, requiring **400+** new hires.



A top-loaded hiring solution

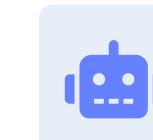
“LANDED has been amazing to us, sending us **really good candidates**. These past few openings, we’ve had really great hires — **especially the managers.**”

— Denise Calette
Director of Training



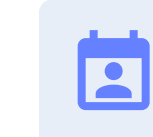
Expert NRO Hiring Strategy

LANDED's **24/7 Client Strategy team** optimized DHC's NRO job posts with hyperlocal targeting and sharp messaging to attract top talent. They actively managed **80+ job board and social media platforms** to deliver a steady, high-quality candidate pipeline before each opening.



GenAI Precision Screening

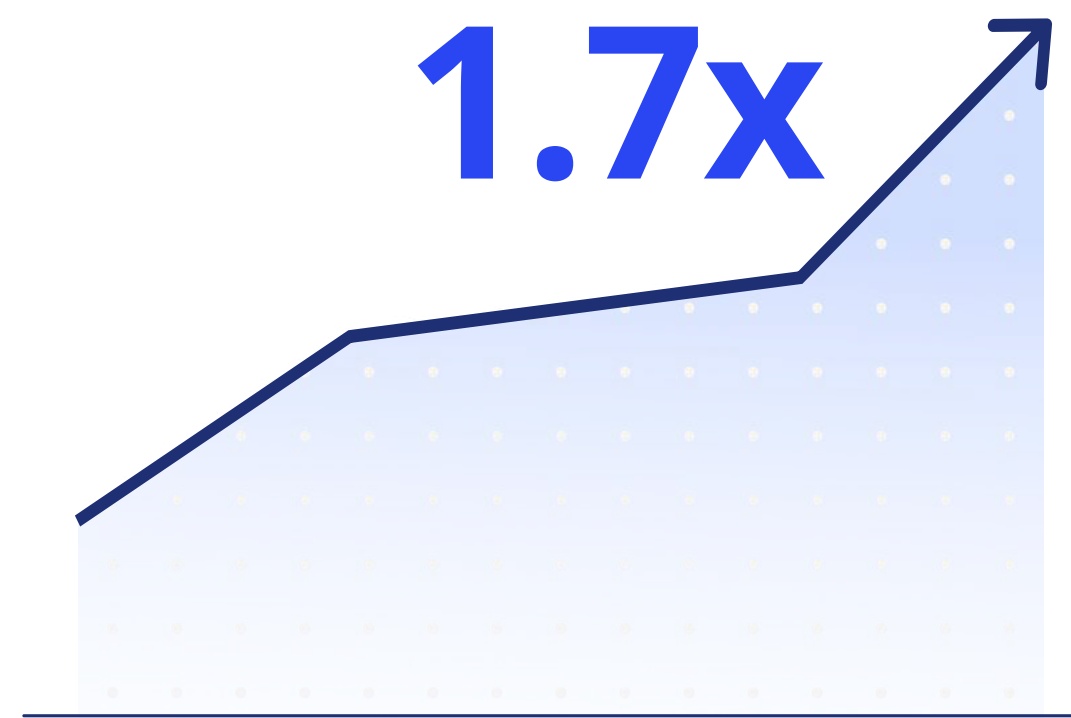
LANDED's multilingual GenAI screened DHC's high-volume NRO applicants with tailored questions, so GMs could skip manual sorting and focus their time on building strong, high-performing new teams.



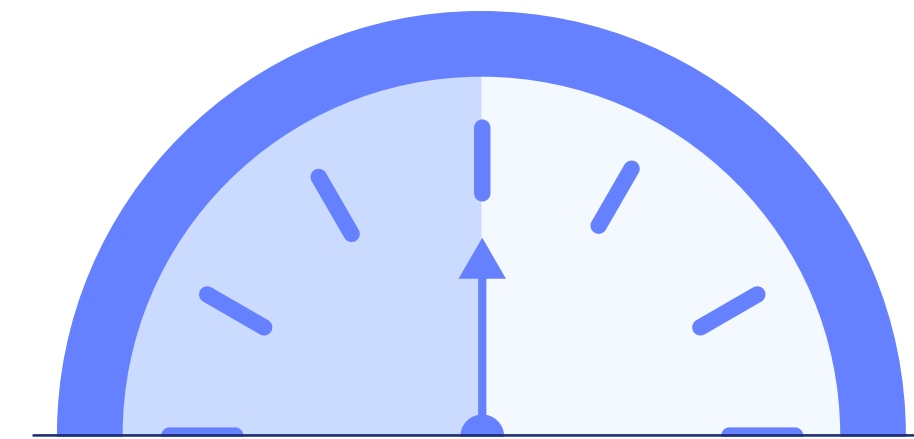
Keeping Openings on Schedule

For fast-moving NROs, every minute counts — LANDED's automated SMS solution engaged candidates **within 15 minutes** of applying, ensuring DHC stayed ahead with no delays in filling critical roles.

The Results

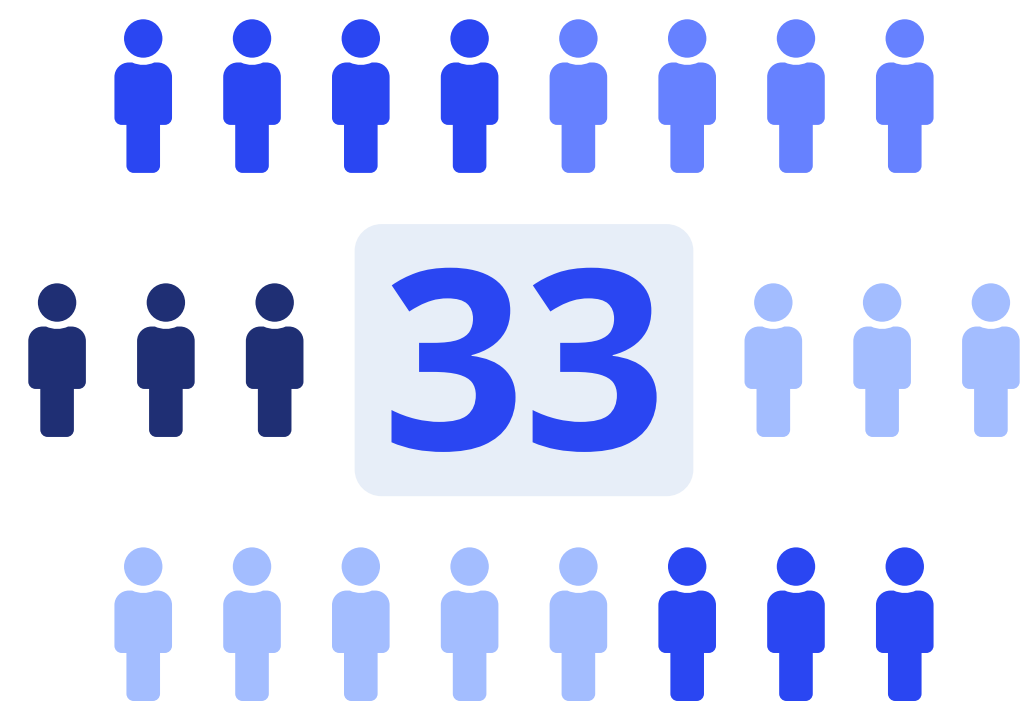


The industry average **interview-to-hire** rate.

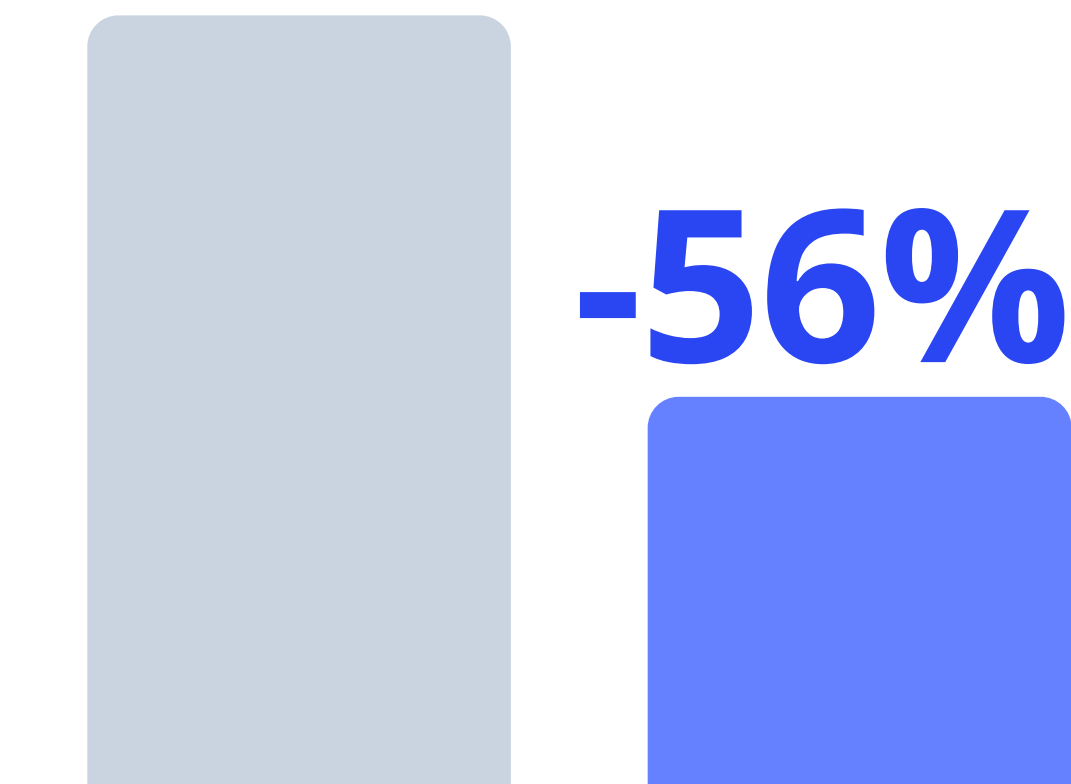


16 hrs

Saved per GM
per month.



new hires made
per month.



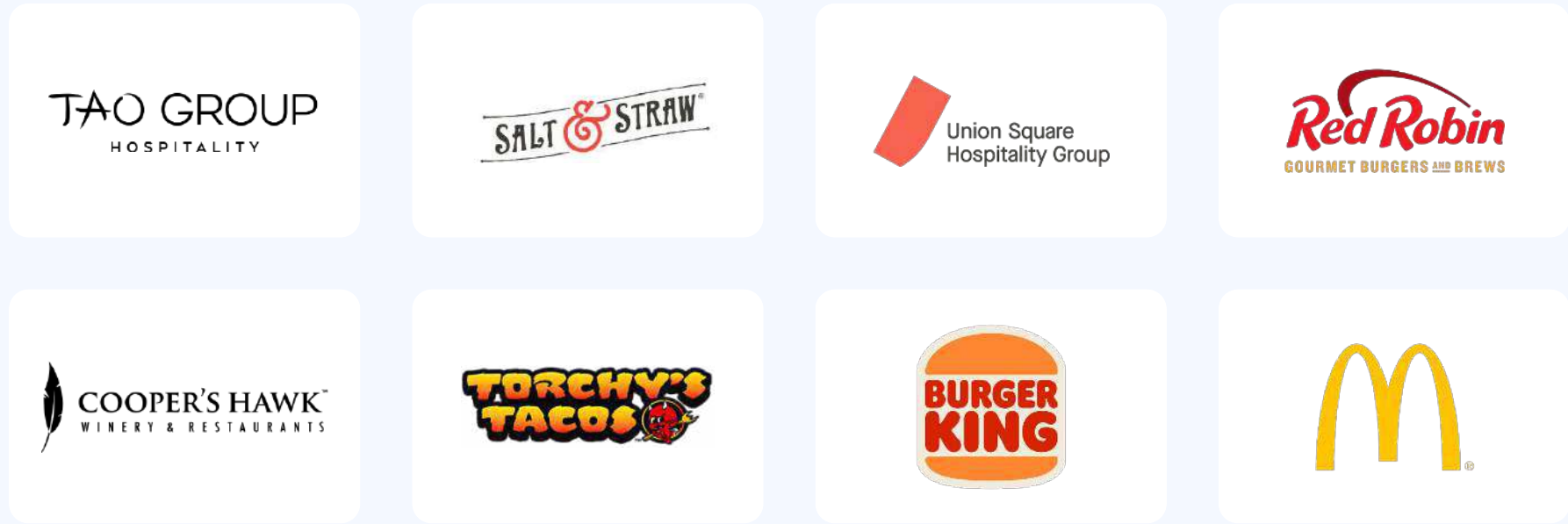
Less job board
spend than the
average NRO.

\$137,357 saved each year.

By automating manual hiring tasks, Dave's Hot Chicken saved **189 hours per month** in GM productivity, equivalent to **\$11,446** in monthly payroll savings.

Human-centric hiring. AI-powered efficiency.

Join hundreds of leading hospitality brands that trust LANDED to hire better, faster.



Learn more →



Sources top-notch talent from **80+ job boards and social media platforms** for maximum reach and volume.



Generative AI responds to candidates instantly—fully customized to your brand voice, so every interaction feels on brand and on point.



Automated candidate engagement and reminders for higher response rates and lower ghosting rates, **in any language**.



Dynamic Screening adapts to each GM's needs, prioritizing top candidates when time is tight, and expanding the funnel when more volume is needed.



Seamlessly integrates with your ATS, HRIS, calendar, and email, cutting toggle tax, boosting visibility, and keeping candidate data neat and tidy.