



THE SOURCE FOR CONVENIENCE STORE AND FUEL NEWS

CONTENT BY CHANNEL

Independents Operations

Chain Executives Category Managers



TRANSFORM YOUR STORE. Increase Your

CATEGORY MANAGEMENT NEWS & DATA > FOODSERVICE NEWS & DATA

January 24th, 2014 | TAGS: HOT & COLD FOOD, QSR

'Solid Finish' for Chester's in 2013

Published in *CSP Daily News*

Chicken QSR concept opens four new locations at convenience stores in December

BIRMINGHAM, Ala. -- Chester's International LC opened four new fried chicken locations in December, partnering with local retailers in Louisiana, North Carolina, Ohio and South Carolina. Three existing Chester's locations also remodeled their facilities during in the month of December, two in Colorado and one in Mississippi.

The new Chester's locations are Food Junction in Benton, La., Reading BP Mart in Reading, Ohio, and Love's Travel Stop & Country Stores in Lexington, S.C., and Pecos, Texas.

"December was a solid finish to a very successful year here at Chester's," said Jennifer Dodd, senior vice president of operations at Chester's. "We welcomed several new retailers to the Chester's family and achieved great success by growing the brand through existing strategic partners."

In addition to opening four new locations, Chester's successfully completed an ongoing initiative to remodel several existing locations with CRVS Eagle Stores; the most recent two are located in Yumma and Sterling, Colo. Chester's customers will also still find the Chester's menu items at the recently remodeled Slayden Travel Market in Lamar, Miss.

Alongside the Chester's bone-in chicken, tenders and boneless wings—with dipping sauces—Chester's newest locations serve a variety of side items including potato wedges, mashed potatoes and gravy, fried corn, macaroni and cheese and coleslaw.

Thanks to the dedicated efforts of our corporate team and retailers fiscal year 2013 has come to a successful close. Chester's is looking forward to a strong start to 2014 by continuing to support and grow with new and existing partners.

Birmingham, Ala.-based Chester's is a leader of quick-serve restaurant (QSR) concepts with more than 2,000 Chester Fried licensed and Chester's franchised locations. Along with its menu, it offers flexible size and store layout options, training and support.



RELATED CONTENT

Chester's Opens Seven New Locations in November 12/23/2013

Chester's Introduces Family & Party Packs 7/2/2013