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## Chester's is Shaking Things Up: Introducing New Signature Seasonings

February 19, 2014 // [Franchising.com](#) // Birmingham, AL - Chester's is shaking things up by introducing two new seasoning flavor options to its already delicious fresh, fried [chicken](#). With over 50 years of delivering high quality, great tasting [chicken](#), Chester's is giving consumers the chance to put their own personal twist on its tried and true secret family recipe.

"Today's consumers want to customize their [food](#), and we are excited to offer Chester's customers two new options to spice their [chicken](#) up," states Emerging Projects Manager Laura Collins. "Our Signature Seasonings offer an easy-to-use shake-on application that allow Chester's retailers to personalize their customer's favorite menu items."

Having achieved overwhelming success with the existing Spicy Chipotle Seasoning, Chester's has begun an initiative to extend the Signature Seasoning offerings with two new flavors, Smoky BBQ and Kickin' Cajun. Inspired by a slow smoked Southern [barbeque](#), the new Smoky BBQ Seasoning starts sweet and ends smoky. The zesty, Louisiana-inspired Kickin' Cajun Seasoning is sure to be a crowd pleaser.

Chester's newest Signature Seasonings will be joining the already available Spicy Chipotle in participating [retail](#) locations soon.

### About Chester's

Chester's is a leader of quick serve [restaurant](#) (QSR) concepts with more than 2,000 Chester Fried licensed and Chester's franchised locations. Chester's offers high quality, great tasting products, flexible size and store layout options, [training](#) and support. Chester's uses only fresh chicken that is specially marinated and double-breaded using a proprietary family recipe and offers bone-in, tenders and potato wedges as well as sandwiches, [wraps](#), salads, [breakfast](#) and sides. For more information, please visit Chester's at: [www.chestersinternational.com](#).

SOURCE Chester's

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### Chester's »

Chester's brings you delicious fried chicken, tempting tenders, sandwiches, wraps, salads, breakfast items and more.

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