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Clyde's Market Adds On The Fly

Ga. c-store is roost for Chester's newest on-the-go foodservice unit

**WALTHOURVILLE, Ga.** -- Clyde's Market in Walthourville, Ga., celebrated the grand opening on February 3 of the newest Chester's Chicken On The Fly location in the Peach State State. Chester's is a leader in fried chicken foodservice programs among convenience stores.

Clyde's Market is a family-owned convenience store chain operated exclusively in southeastern Georgia. The company consists of more than 40 plus stores and is headquartered in Glennville, Ga.

Unveiled in fall 2008, Chester's new grab-n-go concept, Chester's Chicken On The Fly, offers customers a convenient meal solution while providing the store with minimal investment and virtually no additional labor. Brand recognition and cutting-edge design puts this new concept at the forefront of the industry.

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"We are extremely excited about the addition of Chester's Chicken On The Fly to our location," said Karen Weathers, director of foodservice for Clyde's Market. "The program is extremely easy to operate and adds a great meal offering to our location," added Weathers. "We are off to a great start and are confident that Chester's Chicken On The Fly will be a hit here at Clyde's Market."



Chester's Chicken On The Fly offers prepackaged menu items such as fried or baked chicken tenders, potato wedges and biscuits. Open for breakfast, lunch and dinner, these locations will offer customers a quick and convenient meal on the go.

It includes The Nest Egg, a freestanding kiosk. This design is integrated throughout the package to include the menu offering, store and menu signage and packaging.

"Chester's is extremely excited about our new grab-n-go concept, Chicken On The Fly," stated James Venable, vice president of



operations at Chester's. "This concept offers convenience stores with a minimal footprint and investment while still providing our great tasting tenders, wedges and biscuits."

Separately, Chester's has announced the grand openings of two new locations in Scranton, Pa. The Viewmont Mall and The Mall at Steamtown will serve Chester's in their food court areas.

The Scranton locations will offer Chester's signature menu items such as fried bone-in chicken, chicken tenders, potato wedges and biscuits. They will be open for breakfast, lunch and dinner; and will offer customers dine-in or carryout options.

Birmingham, Ala.-based Chester's is a quick-serve restaurant (QSR) concept with more than 1,500 Chester Fried licensed and Chester's franchised locations.