

CSNews FOODSERVICE RETAILING

Stinker Stores Opens Its Fourth Chester's Cobranded Store

CHUBBUCK, Idaho -- [Stinker Stores'](#) newest location at 640 Pheasant Ridge here marks its fourth store cobranded with Chester's. A grand-opening event will be held next month and will bring together Chester the Chicken and Polecat Pete, the chain's mascot.

The new [Chester's](#) location will be open for lunch and dinner, and offer customers dine-in, carry-out and catering options. Signature menu options include fried bone-in chicken, chicken tenders, potato wedges and biscuits.

"Chester's training programs and continued involvement with Stinker employees builds a winning environment for both companies," stated Jon Magnum, retail operations manager for Stinker Stores, which currently has more than 50 retail operations.

James Venable, vice president of operations for Chester's, added: "Operators are realizing more and more the endless potential of foodservice sales. Everyone sells candy bars, gas, and snacks, but not everyone sells fresh fried chicken. Stinker Stores will continue to do well with Chester's."

Chester's is a quick-service restaurant concept with more than 1,800 Chester Fried licensed and Chester's franchised locations.

© 2011 Stagnito Media. All rights reserved.