

CSNews FOODSERVICE RETAILING

Love's & Robin Hood Get Cooking With Chester's

OCALA, Fla. and WEST POINT, Miss. -- A Florida Love's Travel Stop and Country Store and a Mississippi Robin Hood are the newest [Chester's](#) locations.

Love's held a special event on June 9 to commemorate Chester's grand-opening in Ocala, Fla. The store, located off of Interstate 75 at exit 358, marks the chain's third team-up with Chester's so far this year.

"Working with a national brand like Chester's has proven to be successful for us," said Joe Cotton, director of restaurant services for Love's Travel Stops and Country Stores. "The marketing support we get from Chester's is a much-needed boost that we could only get from a strong foodservice partner."

The Chester's at this location is co-branded with Subway and offers take-out, dine-in and catering options. Customers can also enjoy free internet access and a game room.

"We are excited to catapult the brand forward through growth with Love's Travel Stops and Country Stores," said James Venable, director of operations at Chester's International. "Their motto of Clean Places, Friendly Faces meshed with Chester's Fresh Fried Chicken makes it a welcome stop on the freeway system."

The new Mississippi Chester's is located inside the Robin Hood store at 746 South Eshman Avenue in West Point. Company mascot Chester the Chicken appeared to take pictures with fans at the grand-opening event, which also included a ribbon-cutting.

"We are excited to introduce Chester's to our community," stated Ahmed Alamari, owner of the Robin Hood store. "After researching several options for a QSR concept, Chester's brand recognition and quality food offerings were the perfect fit. We look forward to expanding our foodservice experience with the Chester's team."

The Robin Hood location will offer dine-in or carry-out options for Chester's at breakfast, lunch and dinner.

"We are proud to welcome Robin Hood into the Chester's family and are looking forward to opening another store in the great state of Mississippi," stated Kathryn Kudulis, brand manager for Chester's.

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