

Issue Date: CSP Daily News, June 8, 2011,

Chester's Lands at Raceway

Chester's Chicken on the Fly opens at station in Tarrant, Ala.

TARRANT, Ala. -- A Raceway gas station in Tarrant, Ala., is the home to the newest Chester's Chicken on the Fly location. Chester's International LLC offers one of the leading fried chicken foodservice offerings in the convenience store category.

"After looking at several foodservice programs, Chester's Chicken on the Fly was by far the best option for the money and presentation," said Paxton Egger, operations manager for the location. He added that the Raceway team was very happy with the sales and success of the program thus far.

Chester's Chicken on the Fly, a grab-and-go concept, offers customers a convenient meal solution, built around a brand that customers have come to know in the marketplace today. This menu provides options for breakfast, lunch and dinner including chicken tenders, potato wedges and biscuits.



"Chester's is proud to have another great location in the Birmingham area," said Richard Davis, vice president of systems management for Chester's. "Each opening brings Chester's great chicken and sides to more people, and keeps the brand growing. The Tarrant, Ala., Raceway has great people and were excited they are on our team."

Birmingham, Ala.-based Chester's is a leader of quick-serve restaurant (QSR) concepts with more than 1,800 Chester Fried licensed and Chester's franchised locations. Its grab-and-go concept, Chester's Chicken on the Fly, offers customers a convenient meal solution--straight from the freezer--to "cook it, pack it and sell it." With a minimal investment and little to no labor requirements, Chester's Chicken on the Fly not only offers convenience to customers but the retailers, as well.