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Wilson Farms Adds First Chester's Site  
Niagara Falls, N.Y., first in chain to open with the fried chicken QSR

**NIAGARA FALLS, N.Y.** -- Chester's, a leading fried chicken foodservice offering in the convenience store category, has opened its newest location in cooperation with Wilson Farms Food Stores. The newest Chester's is located inside the Wilson Farms location in Niagara Falls, N. Y.

A special grand opening event will be held on June 26 that will include a guest appearance by Chester the Chicken.

Headquartered in Williamsville, N.Y., Wilson Farms stores have evolved to fit the changing needs of customers, and today offer quality farm-fresh produce, convenient meal solutions, freshly made sandwiches, gourmet coffee and a wide selection of other beverages, and an intensive line of grocery, frozen, and dairy products. Wilson Farms was established in 1969 and has since grown to over 200 neighborhood food stores throughout the state of New York.

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"We are pleased to have Chester's as our branded chicken program," said Bill Anello, director of foodservice at Wilson Farms. "With Chester's being a strong recognized brand, we feel it will enhance our foodservice presentation, driving sales and profitability."

This new location will offer Chester's signature menu items such as fried bone-in chicken, chicken tenders, potato wedges and biscuits. The new Chester's location will be open for breakfast, lunch and dinner; and will offer customers dine-in or carry-out options.

"Chester's is thrilled to partner with a company such as Wilson Farms, where quality product, exceptional value and outstanding service are shared goals," said Kathryn Kudulis, brand manager at Chester's. "The power of the Chester's brand will be a tremendous tool as we continue to exceed the daily expectations of our customers"

Chester's is an emerging leader of quick-serve restaurant (QSR) concepts with more than 1,500 Chester Fried licensed and Chester's franchised locations. Along with its food products, Chester's offers flexible size and store layout options, training and support. It 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.

Wilson Farms operates 188 convenience store and gas station locations across the state of New York. Its stores—Wilson Farms, Wilson Farms Xpress and Sugarcreek Stores—offer farm-fresh produce, convenient meal solutions, freshly made sandwiches, gourmet coffee and a wide selection of other beverages and a line of grocery, frozen and dairy products.

*[Pictured (left to right): Melinda Hunt, associate, Wilson Farms; Bill Anello, director of foodservice, Wilson Farms; Tina Cracknell, perishable specialist, Wilson Farms.]*