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Chester's Gets Start With MotoMart

St. Louis location is newest nest for Chester's

CSP Daily News | August 6, 2008

ST. LOUIS -- MotoMart is the latest chain to add a Chester's Fried Chicken restaurant, at a convenience store in St. Louis. The Chester's unit celebrated its grand opening on August 1, with Chester the Chicken was on hand to help with the ribbon-cutting ceremony and to take grand opening photos with customers and employees.

"Working with a national brand like Chester's was an easy decision for us," said Rob Forsyth, president of Belleville, Ill.-based FKG Oil Co., operator of MotoMart Convenience Stores. "Chester's has an obvious commitment to providing superior marketing support to its franchisees, and we hope it will deliver a boost to our already successful food offering at this location."

The MotoMart location will serve breakfast, lunch and dinner offering Chester's signature menu options including Chester's fried bone-in chicken, chicken tenders, potato wedges and biscuits. The newest Chester's will also offer a drive thru window and both dine-in and carryout options.

"It is always exciting to see the Chester's brand grow," stated James Venable, Director of Store Operations at Chester's International. "Operators are realizing more and more, the endless potential of food service sales. Everyone sells candy bars, gas and snacks, but not everyone sells fresh fried chicken."

Chester's International provides quick-serve restaurant (QSR) concepts to the c-store category with more than 1,500 Chester Fried licensed and Chester's franchised locations. Along with its products, it offers flexible size and store layout options, training and support. Chester's 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.

MotoMart is a family owned company with 71 c-stores located in six states—Illinois, Missouri, Indiana, Ohio, Wisconsin and Minnesota.

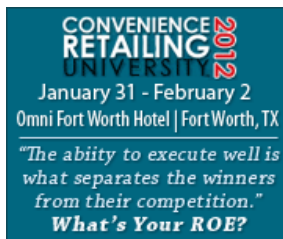
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