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Sweet Home Alabama

Love's opens chicken outlet in Chester's home state

STEELE, Ala. -- Chester's International, a leading fried chicken foodservice offering in the convenience store category, has announced the grand opening of its newest location, in Steele, Ala. Operated by Love's Travels Stops & Country Stores Inc., the newest Chester's is located just off interstate 59 at exit 159.

A grand opening event was held on January 14 that included a ribbon-cutting ceremony and a guest appearance by Chester the Chicken.

Love's is a family-owned company headquartered in Oklahoma City. It was established in 1964 and has since grown to more than 200 Travel Stops & Country Stores throughout the United States.

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Love's was Chester's first franchisee, and today is the largest franchise operator in the system, with more than 53 Chester's and Chester Fried locations in travel plazas across the United States.



"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 & 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."

This new location will cater to its customers by offering free internet access, dine-in seating, a game room, as well as various foodservice options. The new Chester's, which will be co-branded with Subway, plans to offer its customers takeout, dine-in and catering options.

"We are excited to catapult the brand forward through growth with Love's Travel Stops &

Country Stores," said James Venable, director of operations for Chester's. "Their motto of 'Clean Places, Friendly Faces' meshed with Chester's great tasting, fried chicken makes it a welcome stop on the freeway system."

Birmingham, Ala.-based 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. 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.