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Love's Adds New Chester's Location



November 17, 2009 - GREENVILLE, Ill. -- [Love's Travel Stops & Country Stores](#), Chester's first franchisee and today the largest franchise operator in the chain's system, recently opened its newest Chester's location just off Interstate 71 at the northeast corner on Highway 127 here.

A grand opening event was held Thursday, Nov. 12, and included a ribbon-cutting ceremony and a guest appearance by Chester the Chicken.

Love's, a family-owned company headquartered in Oklahoma City, is Chester's largest franchise operator, with more than 50 Chester's and Chester Fried locations in travel plazas across the United States. Love's operates more than 200 travel stops and country stores.

"Working with a national brand like Chester's has proven to be successful for us," stated 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."

The new Love's location caters to customers by offering free Internet access, dine-in seating, a game room, as well as various [foodservice](#) options. The Chester's restaurant, which will be co-branded with [Subway](#), offers take-out, dine-in and catering options.

"Chester's is proud to have another great location in the state of Illinois," stated Richard Davis, vice president, systems management at Chester's. "Each opening brings Chester's great chicken and sides to more people, and keeps the brand growing. Love's has great people and were excited to continue our relationship with them."

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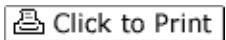
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