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Mississippi Love's: Chester's Chicken

First franchisee adds QSR to travel stop

MAGNOLIA, Miss. -- Chester's, a fried chicken foodservice offering in the convenience store category, hosted a grand opening of its newest location in Magnolia, Miss., on May 7. The store is operated by Love's Travel Stops & Country Stores.

The grand-opening event included a ribbon-cutting ceremony and a guest appearance by Chester the Chicken and the mayor of Magnolia, Melvin Harris.

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

Love's was Chester's first franchisee, and today is the largest franchise operator in the system, with over 40 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. "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 McDonald's, plans to offer its customers take-out, dine-in, and catering options.

"We are excited to catapult the brand forward through growth with Love's Travel Stops and Country Stores," stated James Venable, director of operations at Chester's International. "Their motto of "Clean places, friendly

faces" meshed with Chester's fresh fried chicken makes it a welcome stop on the freeway system."

Birmingham, Ala.-based Chester's has more than 1,500 Chester Fried licensed and Chester's franchised locations. Chester's offers quality products, flexible size and store layout options, training and support.