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Chester's Clucks Over New Kentucky Sites  
Hardy Oil opens first of half-dozen units in Winchester BP

**WINCHESTER, Ky.** -- Chester's International Inc., a leading fried chicken foodservice offering in the convenience store category, has announced the grand opening of its newest site, located in Winchester, Ky. The Hardy Mart BP Station celebrated the grand opening with Chester's on December 10. It is the first of six units for the retailer.

The store held a grand opening event that included a ribbon-cutting ceremony and a guest appearance by Chester the Chicken, who helped with the ceremonies and posed for pictures with local fans.

Jeremy Brock, district manager at Irvine, Ky.-based Hardy Oil, said, "This is the first of six conversions scheduled over the next few months. We are confident that the conversions will provide a more consistent image through name recognition at our locations helping us increase our overall deli sales."

The Winchester Hardy Mart will now offer Chester's signature menu items such as fried bone-in chicken, chicken tenders, potato wedges and biscuits. The newest Chester's location will be open for breakfast, lunch and dinner; and will offer customers dine-in or carryout options.



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"Chester's is proud to have another great location in the state of Kentucky," said Richard Davis, Chester's vice president of systems management. "Each opening... keeps the brand growing."

Chester's is a leader of quick-serve restaurant (QSR) concepts with more than 1,500 Chester Fried licensed and Chester's franchised locations. Along with its food, 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.