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Village Pantry Wings It

Three Indy-area locations add Chester's new grab-n-go concept, Chicken on the Fly

By Greg Lindenberg

INDIANAPOLIS -- Three Village Pantry convenience stores in the Indianapolis area have added Chester's International's new Chicken on the Fly on-the-go foodservice concept. Chester's Chicken on the Fly offers customers a convenient meal solution while providing the store with minimal investment and virtually no additional labor, the foodservice provider said.

Chester's Chicken on the Fly offers full and countertop models of the kiosks that the company calls "nest eggs," spokesperson Tyler Franks told *CSP Daily News*. This design is integrated throughout the package to include the menu offering, store and menu signage and packaging. The freestanding grab-n-go concept for Chester's Chicken is targeted at convenience stores, airports and business and institutional retailers that offer customers a convenient meal solution.

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Multiple touchpoints for branding include logo and signage announcing Chester's to-go offer, and a freestanding kiosk housing branded boxed product. Cooking and packaging of the food is completed on site and extra supplies are housed within the kiosk. Products are "freezer to fryer," he said, and labor is minimized.



It offers prepackaged menu items such as fried or baked chicken tenders, potato wedges and biscuits. These locations are open for breakfast, lunch and dinner. Benefits of the concept include brand recognition.

"This concept offers convenience stores with a minimal footprint and investment while still providing our great tasting tenders, wedges and biscuits," said James Venable, director of operations at Chester's.

"Chester's Chicken on the Fly program is a great opportunity



for Village Pantry to further grow its strong food service programs with Chester's chicken tenders, potato wedges and biscuits to compliment our fresh made daily sandwiches and donuts," said Chad Prast, director of foodservice at Village Pantry. "We look forward to providing the Indianapolis area with this great tasting, convenient meal solution."

Birmingham, Ala.-based 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 chicken products, the company offers flexible size and store layout options, training and support. Chester's uses only 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.