

T O L E D O FREE★PRESS

New Rally's exterior revealed in Toledo

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Doritos tacos aren't the only exclusive in the fast-food industry around Toledo. On Oct. 15, Rally's unveiled its new image at 5855 W. Central Ave., the first store in the nation with the new look.

"We are excited," Rally's Vice President of Company Operations Marc Mediate said. "This is our first Rally's restaurant that will be getting the new imaging process. It's a whole facelift for our brand, especially our Rally's brand, which is 26 years old."

The company chose Toledo because of the success that Rally's has had during the past three to four years in the area.

"We selected Toledo because it is one of our strongest markets in the company and it has been for many years now," Mediate said. "We selected West Central Avenue because it is high-visibility and the trade area around here."

"We thought it was a great site to get started with as we move forward through these redesigns. We are always reinvesting into our business, including the technology and all of the equipment. Now it is time to bring the outside facilities up to that same level."



The first 100 people in line Oct. 15 won free french fries for one year.

The new building has a checkerboard design of white, black and red squares. It also has added a stainless-steel exterior as well as neon lighting.

Rally's celebrated the opening by giving away free fries for a year to the first 100 customers to arrive.

Remaining customers attending later received free fries for the remainder of the weekend.

“They are excited,” Mediate said. “The cool thing is we have people out in [cold] weather with the wind today. Just to bear through that to get fries for the rest of the year just speaks volumes of the product. When people think of Rally’s/Checker’s, the first thing they always mention is the fries, which are our signature product.

“We are very proud of them as well as the rest of the menu.”

With the success of the Toledo market, Mediate expects Rally’s to continue to expand around the area. In fact, Rally’s Chief Development Officer Jennifer Durham expects the company to double the growth in its market over the next few years.

“This is just the beginning for us,” Mediate said. “We are proud of the Toledo market and we want to continue not only to redesign but to identify trade areas so that we can bring more restaurants to our fans here and across the country.”