

TASTE

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Rally's Burgers & Fries Launches Newest Reimage Location; Plans to Double Presence in Cincinnati

Twenty plus years in the making, Rally's Restaurants is best known for its bold and flavorful burgers lineup, and iconic double drive-thru lanes. These attributes have carried the brand to become a nationally renowned and nearly 800 unit burger chain over two decades, but now after extensive research and careful planning, it is introducing Cincinnati consumers to a brand new Rally's. The new Rally's Cincinnati reimage will launch at 3010 Reading Road on June 30, 2012.

To create excitement for the brand reimage, on Saturday, June 30, starting at 10am, Rally's is offering FREE fries for a year to the first 100 guests in line. Guests in line, 101 and after will receive FREE fries with purchase all weekend.

"This is only the second round of reimagining we've done to an existing restaurant in this appearance," said Rick Silva, Chief Executive Officer of Checkers Drive In Restaurants. "It is an evolution of our brand that we believe will attract new guests to our restaurants and excite even our most loyal guests."

The new, fresh look and feel of Rally's will include an exterior reimagining, the addition of stainless steel over both drive-thru lanes and the introduction of a black and white checkered scheme to compliment today's red colored decor. The interior will include upgrades in the kitchen to correspond with Rally's mission of efficiency and timely service.

As a market with both corporate and franchise locations, Cincinnati has always had incredibly strong sales numbers. Having reinvested in the market, Rally's increased comp sales in 2010 by 6.7 percent, in 2011 by 10.3 percent, and are up in 2012 by 4.8 percent. In fact, the 3010 Reading Road Rally's location had comp sales rise from 2.9 percent in 2010 to 14.8 percent in 2011. Confident in the growth and future of the market, Rally's wanted to take a step forward by further reinvesting in the market by unveiling its whole new look.

"We've chosen to introduce our reimaged restaurant in Cincinnati because it's been one of our strongest markets for years," said Silva. "We believe that inviting many of our long-term guests to see our new look will generate a great deal of excitement around our brand." Over the past 25 years, Checkers/Rally's Drive In Restaurants has grown to a nearly 800 unit system made up of corporate and franchise units. Silva said the company's unusually large restaurant ownership position ensures the corporation maintains connected to guests' desires and to the operational aspects of its business.

"It also demonstrates to our franchisees that we are highly knowledgeable about any changes to menus, equipment or restaurant designs in our system," he said. "When they know our profits are also on the line in those situations, it strengthens our partnership with them."