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Checkers burger chain smashing records at Holland location



Franchisee Mike Burkhardt is setting sales records after opening a Checkers restaurant on Eighth Street. Dennis R.J. Geppert/Sentinel Staff.

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[The Holland Sentinel](#)

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Holland Township —

The Checkers burger chain is sizzling in its new Holland location.

The drive-thru and walk-up burger joint at 554 E. Eighth St. in Holland Township established a company sales record in the state of Michigan shortly after opening July 1. It reached sales of \$60,000 per week and approximately 900 cars per day through the drive-thru lane during the first two weeks, according to local franchisee Mike Burkhardt of Rockford.

And it just might be a national sales record.

“I’ve heard from corporate that it’s a record for a single drive-thru with no dining room in the whole United States,” Burkhardt said. “We doubled what we thought we open with that first week.”

Why the smashing success right from the start?

“I think it’s just because of the area. Being 25 miles south of Grand Rapids, there’s no other Checkers around,” Burkhardt explained. “We think it’s a perfect fit for the Holland market and in that location. We’ve been there for seven weeks and it’s still going strong.”

He said there are plans to open a second Checkers location, perhaps on Holland’s north side.

“We’re already looking at another site, although we still haven’t determined where that’ll be or if it’ll be in Holland,” Burkhardt said. “We’re continuing to work with corporate to find the right spot. We do like the north side (along the U.S. 31 corridor in Holland Township).”

The previous one-week sales high for any Checkers restaurant in Michigan had been \$50,567.