

# Hometown News

## Checkers reopens in former location



By Anna-Marie Menhenott

FORT PIERCE -- A well-known restaurant famous for its double drive-thru, seasoned fries and checkerboard motif has reclaimed its spot on U.S. 1 on New Year's eve.

In what was most recently an empty building, which was previously home to a Checkers restaurant and then a hotdog restaurant, Checkers has spruced up the area and given residents another destination for lunch, dinner or a late night snack.

"There was a thorough process before Checkers returned to Fort Pierce," said Jennifer Durham, vice president of franchise development. "This was a great opportunity for us to rehab this former restaurant, help beautify the city and bring jobs to the area."

Locally, Checkers has hired between 30-40 employees, including more than five at management level.

"This is a great company to work for," said Marc Mediate, Checkers Restaurant Operations. "I started with the company 20- years ago at age 17 as a team member and I've had the opportunity to work my way up. This company definitely recognizes hard work and we try to let each employee know that they can make a career at Checkers."

The new restaurant not only is a welcome addition to the scenery of Fort Pierce, it's a favorite place to stop and grab a quick bite to eat while shopping.

"We have some great new menu items which are quickly becoming favorites," said Ramiro Cortez, area district manager. "New to the menu are mozzarella sticks, chicken bites and our cold creations. Everyone seems to really love the ice cold treats."

The restaurant has had positive results since opening close to three weeks ago.

"The initial response was overwhelming," said Sharon Rosetti, general manager of the Fort Pierce store. "There were so many people here and we were so happy that the community responded to us the way it did. We couldn't have been more pleased. We worked diligently to get everyone served quickly with fresh, hot food. It was a challenge, but my staff produced and the evening went off without a hitch."

The Fort Pierce location is open for lunch, dinner and late nights, seven days a week.