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WSJ: Checkers, other restaurant chains embrace smaller venues

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Checkers



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[Checkers Drive-In Restaurants Inc.](#) is one of several restaurant chains that have adopted strategies of getting smaller in order to grow.

The chain, which specializes in double-lane drive-thru dining, opened a single-lane prototype in Alabama in 2011, [the Wall Street Journal reported.](#)

The prototype, built next to a traditional store that was demolished, generated sales of \$1.2 million in its first year, compared with \$770,000 generated by the previous store in the year before it came down, according to the report.

This prototype cost about \$500,000 to build, compared to \$700,000 for the double-lane model.

In addition to Tampa-based Checkers, the report cited as an example [Famous Dave's of America Inc.](#), a Minneapolis-based barbecue chain that recently [shared its plans to expand](#) in the Tampa Bay area with *Tampa Bay Business Journal*.