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Spotlight on Rally's Drive-in

National burger chain brings signature burgers, fries and shakes to Fenton

Tri-County Times | Fenton, MI Sally Rummel Features Writer | [0 comments](#)



Rally's of Fenton opened on June 10, said owner Alan Balen, offering sandwiches made fresh to order, and unique batter-dipped French fries.

- Posted on Sep 8, 2017
by [Sally Rummel](#)

Rally's-Checkers, one of the largest drive-through restaurant chains in the U.S., opened June 10 at 15155 Silver Pkwy. in Fenton, the former location of What's Shake'n Burger Grille. Franchisee Alan Balen has employed 30 staffers in this new Fenton restaurant and is very pleased with the community response.

How did Rally's happen to locate in Fenton? We are familiar with this area because we have been located in the tri-cities — Saginaw, Bay City and Midland — for 27 years. We got acquainted with Uncle Ray's Dairyland owner Dave Durant, and took over the What's Shake'n building after about six weeks of remodeling. We re-did mostly the exterior, adding our polished chrome canopy, to match the look of our other Rally's-Checkers locations. We also put tables with red umbrellas outside. That's our trademark.

What's the difference between Rally's and Checkers? They're essentially the same restaurant, having merged in 1999. The chain was founded in the 1980s, actually started by a former Wendy's franchisee. That's why you'll find a lot of similarities, including our chili.

What sets Rally's apart from other hamburger chains? Every burger is made to order. Our signature burger is a one-third pound double cheeseburger, known as the Big Buford. We're also well-known for our seasoned, batter-dipped fries, creamy shakes and our hand-blended Kool-Aid Slushies. Our chili dogs, made with Koegel-brand hot dogs in our Michigan stores, are very popular, too.

What new products are being rolled out? We work with the Culinary Institute from the University of Florida in making new menu items. Our new value concept item, boxed Chicken Dippers with assorted sauces, became available on Sept. 7.

(810) 215-1225

Hours:

Sun.-Thurs. 10 a.m. to 11 p.m.

Fri.-Sat. 10 a.m. to midnight

www.checkers.com