

FANSIDED



Checkers looking to expand in Wisconsin, nine locations to be added

By Callum Gunn 22 hours ago

Checkers is growing in popularity and that means more locations are added. The fast-food, drive-thru company wants to add nine new locations in the Madison area of Wisconsin alone.

As more people look for convenient and delicious food, they're turning to more fast-food joints. However, they want quality and something a little different, and

that's where Checkers comes into play. Clearly, the company is gaining in popularity because it's looking to add nine new locations in Madison, Wisconsin alone, according to the **Wisconsin State Journal**.

So far, the plans are in the discussion stages. Checkers HQ is talking to potential franchise owners to open up the new stores. They could be here in as little as six months if plans go accordingly.

Checkers, the fast-food, drive-thru company, is popular because of its seasoned fries. In some states, it's known as Rally's. Whatever you call it, you'll likely know it because there are no indoor seats at the majority of locations. This is food-to-go, whether you walk up to a window or you drive through the lot.



Wisconsin State Journal

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9 Checkers fast food restaurants eyed for the Madison area

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Madison is one area that Checkers isn't in yet (there are three locations in Milwaukee and one in Wisconsin Rapids), but the plan is to get there quickly. Due to the high student population area, Madison is considered a good option. Plus, people have asked for locations within Madison, so it's clear that the new franchises are warranted.

The benefit of no indoor seating is that less space for the businesses is needed. However, parking lots and outdoor mall areas are often preferred. Locations will be scouted once the franchise agreements are in place.