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Checkers wants to build more locations in New Jersey

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Were you happy to hear that Checkers was planning on building more restaurants in New Jersey? Don't get too excited yet.

Checkers & Rally's Inc. is looking for more New Jersey franchise locations but nothing is concrete. The Tampa-based restaurant chain is looking to push further into North Jersey.

Two are already scheduled to open further south in [Pennsauken and Vineland](#), said Bruce Kim, the chain's franchise development director.

"We already have 13 [Checkers] in the state and we have the capacity for at least 60," Kim said.

Right now, furthest north the retro restaurants have traveled is Passaic County, with two locations in Paterson. There are also two in Essex County—one in Newark and the other in East Orange. Jersey City boasts one of the drive-ins, and New York City has multiple locations.

"We would love to be up [in North Jersey]," Kim said.

Kim said the company would like to open more restaurants in Passaic County as well as Morris and Bergen counties.

The building of a restaurant is driven by a franchisee and whether or not a location is considered suitable to build the restaurant.

"We have to make sure the site qualifies and if seems like the right place for strategic growth," said Kim, noting that several franchisees have been spoken with to see if they are a right fit.

Kim said the company's goal is to grow, but nothing besides the two South Jersey stores are definitive.