

Checkers looks to come to Ashwaubenon



ASHWAUBENON – A fast food chain that offers more bang for the buck has its sights set on Ashwaubenon as it looks to break into the Green Bay market.

Checkers currently has 23 locations in Chicago, three in Milwaukee and one in Wisconsin Rapids and wants to expand to the Frozen Tundra.

“We’ve gotten a bunch of emails over the past several months saying ‘We moved from Chicago, we miss Checkers. When are you guys coming up here?’ So there’s some interest there definitely,” said Bruce Kim, director of franchise development for Checkers and Rally’s.

Like Hardee’s and Carl’s Jr., Checkers and Rally’s are the same restaurant under different names.

Locations in Indiana are called Rally’s, while those in Wisconsin and Illinois are called Checkers.

The company has restaurants in 28 states and the District of Columbia.

Kim said Checkers and Rally’s wants to expand its presence in Wisconsin, and Green Bay is a desirable market.

“With 880 units we’re not small, but we’re not big either,” Kim said. “We started growing aggressively, but carefully, and we want to be there.”

He said company research indicates Green Bay is a smart choice for the popular burger drive-thru.

“It shows that you guys like the fast food climate up there, and we want to be where fast food is welcomed and there’s good people,” Kim said.

He called the fries some of the best out there, as they are even sold at Walmart locations across the country.

“We serve delicious, craveable, good old-fashioned hamburgers, fries, shakes and desserts, but what sets us apart is we’re a value proposition,” Kim said. “So you can get a whole lot of food for not a lot of money.”

He said Checkers likes to limit new locations to drive-thru only, which offers a better return on investment for the franchisee, plus more ease for the consumer.

Kim said of the company’s 880 locations, roughly 550 are franchised.

Right now he is in some talks with interested potential franchisees.

People looking to franchise can visit checkersfranchising.com for more information.

