

Checkers to open Tuesday in Shelby



By Casey White

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Checkers Drive-In will soon begin serving up burgers, hot dogs, and more to on-the-go customers in Shelby.

The fast-food drive-thru will open Tuesday at 938 Grove St., the former home of Domino's. Work to transform the small building just off U.S. 74 into a new Checkers location has been underway since late last year.

"I am ecstatic. I cannot wait," owner Bill Kizer said. "I've heard a lot of good feedback around town... You can tell there's some residents and locals that are really excited about it too."

Contractors worked on finishing touches outside the restaurant over the course of the week preceding the grand opening, while the newly-hired staff was trained inside.

Kizer said the goal is to figure out which positions employees are best suited for ahead of the opening to best serve customers.

"We are doing everything we can to get everybody trained for a smooth opening and transition into the community. We're ready to get going," Kizer said.

The Checkers menu consists of burgers, hot dogs, seasoned fries, sandwiches, and milkshakes, among other items. The restaurant chain is known for its meal deals like the two for \$2, two for \$3 and two for \$4, which allow customers to pick from an assortment of burgers, sandwiches and hot dogs.

Though food is the focus, Kizer wants the Shelby location to be more than just a place to grab a quick bite.

He has used his other restaurant franchises to connect with the community and hopes to do the same in Shelby, whether that means sponsoring a local sports team or hosting school nights.

"I strive to be part of the community and help out. That's something that is a goal of mine," Kizer said.

Beginning Tuesday, Checkers will open at 10 a.m. every day, with hours extending into the late night. The drive-thru will remain open until 3 a.m. Sunday-Thursday and 4 a.m. Friday and Saturday.

The Shelby location will be the ninth Checkers location in North Carolina.

“Most of our restaurants are more toward the East Coast of North Carolina so this one’s the first near the Charlotte DMA (designated marketing area),” Checkers & Rally’s Director of Franchise Development Robert Bhagwandat said.

Checkers has extended its brand in the southeast in recent years. Bhagwandat said Checkers branched out in the Atlanta market before opening restaurants in the Charleston market. The greater Charlotte area is a logical next step, according to Bhagwandat.

He said the restaurant chain has been searching for a franchisee in the greater Charlotte area that they felt would be a good fit to introduce the market to the brand, and they found that in Kizer.

“We wanted to do it the right way. We didn’t want an intro to Charlotte to be less than stellar,” Bhagwandat said.

Casey White can be reached at 704-669-3339 or cwhite@shelbystar.com.