

# Dayton Daily News

## Rally's looking to expand its restaurant footprint across Dayton area

News

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By

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### **'We have room for at least 10 more' in Miami Valley, fast-food chain's franchise director says**

**Rally's** is seeking to double its footprint across the Dayton region, the restaurant chain's franchise director says.

"Ohio is really good to us," Bruce Kim, director of franchise development for Rally's and its companion brand Checkers, told this news outlet. There are 67 Rally's locations in Ohio, including nine in the Miami Valley: four in the Springfield area, four in the Dayton area, and one in Middletown.

"We have room for at least 10 more" in the Dayton region, Kim said.

The fast-food chain's franchise director said he is "talking with some prospective franchisees" who would scout out potential locations for new restaurants.

Tampa, Florida-based Checkers & Rally's Restaurants Inc. operates 876 restaurants nationwide, about 250 of which are corporate-owned, and has opened on average 50 new restaurants each year for the last four years, Kim said.

"We're now looking for franchise-driven growth," he said.

And Rally's isn't intimidated by competition, its franchise development director said.

"We are proud of our identity, and we are proud of our niche in the market," Kim said. "Our niche has been the value category. We compete with the Taco Bells and the White Castles."

"We don't do breakfast. We're all about lunch, dinner and late-night. For \$5, you will get more food from Rally's than from anyone else."