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FOR IMMEDIATE RELEASE

Ordering Up Innovation: How Checkers & Rally's Continues Innovating With Craveable LTOs Based on Consumer Insight

A data-driven, technology-leveraging approach to limited-time offerings keeps the leading QSR brand at the forefront of its segment.

TAMPA – Checkers & Rally's is an iconic restaurant brand known for craveable food at a great value, unique drive-thru modular restaurants and constant innovation. The boldly flavored burger-and- fries quick-service restaurant opened nearly 90 new locations over the last two years. Currently, Checkers & Rally's is on a path to achieve the 900-unit milestone and boasts operations in 28 states. Not only has the brand enjoyed steady franchise growth—in part thanks to [strategically leveraging social media](#)—but the purveyor of “crazy good food” also launched a [franchisee- friendly third-party delivery system](#) this year and rolled out an improved learning management system (LMS) which streamlined training initiatives.

In short, the legacy brand is far from coasting along on brand awareness alone. Perhaps it's no surprise that, when it comes to innovation and customer satisfaction, Checkers & Rally's keeps saying, 'Order up!'

“The beloved Texas Toast Garlic Bread Doubles, (served as both Classic and BBQ) made their way back onto the menu on July 22 and will stay on until September 1st,” said Lauren Axe, Checkers & Rally's Director of Brand Marketing. “We brought these back after looking into insights from our guests who were clamoring to see them back on the menu after their debut in February.”

The first of these savory burgers, the Classic Texas Toast Garlic Bread Double, features two juicy, hand-seasoned beef patties served with American cheese, mustard, a slice of red onion, tomato, lettuce, pickles, ketchup and mayo on a beloved comfort food staple: Texas Toast garlic bread. Checkers & Rally's has also introduced a BBQ Texas Toast Garlic Bread Double, made from two juicy, seasoned beef patties served with cheddar and American cheeses, sweet and smoky BBQ sauce, crispy fried onions and ranch on Texas Toast garlic bread.

The two flavorful favorites were first introduced in February of 2019 and are now back by popular demand for \$2.49 at participating Checkers & Rally's nationwide.

“At Checkers & Rally's, we're committed to consistently serving up delicious, quality food, whether in the form of sweet treats or savory items such as our crispy, famously seasoned fries,” said Axe.

Another way the leading quick-service brand delivers on their promise to satisfy its guests' taste for innovation this summer is with new Wicked Strawberry soft-serve cones and its inimitable Sippable Italian Ice Slushies.

“Guests can order either a classic Wicked Strawberry cone featuring the sweet strawberry flavor or opt for a swirl with alternating strawberry and vanilla.” Checkers & Rally's also rolled out its Sippable Italian Ice Slushies this past spring. The refreshing and super-sippable treats are available in both citrusy lemon or tart cherry.

So just what goes into developing these craveable creations? For Checkers & Rally's, the best way to optimally align with consumer demand is data.

“My team, the brand group, partners with research and development (R&D) as well as our agency partner and we all work together,” said Axe. “We develop a brief around a strategic opportunity, which feeds into an ideation plan.”

The ideation typically involves a two-day collaboration in which agency partners and chefs join the Checkers & Rally's teams to review consumer insights, culinary trends, category trends, consumer lifestyle patterns and more. Based on all of this information, the team collectively brainstorms potential new ideas, filters the list to those that have the most potential, and then brings them to life. After the teams sample and discuss strategy, they conclude by developing a written concept statement which is then tested through an online panel.

“We leverage an online panel of about 5,000 of our consumers,” explained Axe. The potential ideas that score best then move into full product development.”

After making any revisions based on the data from the consumer panel, the R&D and brand teams then test the possible LTOs with live focus groups before bringing anything to a test market.

“We’re tapping technology and market insight at every turn in order to continue innovating in the QSR space,” Axe said. “With two decades of experience and delicious food that consumers can’t get anywhere else, along with proven research and development insights, we foresee only exciting things on the horizon.”

ABOUT CHECKERS & RALLY’S RESTAURANTS, INC.

Based in Tampa, Fla., Checkers & Rally's Restaurants, Inc., an iconic and innovative drive-thru restaurant chain known for its "Crazy Good Food," exceptional value, and people-first attitude, operates and franchises both Checkers® and Rally's® restaurants. With nearly 900 restaurants and room to grow, Checkers & Rally's is a proven brand with flexible building formats that is aggressively expanding across the country. Checkers & Rally's is dedicated to being a place where franchisees and employees who work hard can create opportunity for themselves, their families, and their communities. In recent years, the brand has been awarded several of the industry's most prestigious awards including: Ranking #88 on Entrepreneur's 2019 Franchise 500, Top Food and Beverage Franchise by Franchise Business Review, 2016, 2017, & 2018 Best Franchise Deal and "Best Drive-Thru in America" by QSR Magazine, the "Hot! Again" award from Nation's Restaurant News, and "#1 Most Craveable Fries" by Restaurant Business. For more information about franchise opportunities with Checkers & Rally's, please visit www.checkersfranchising.com.