

MEDIA CONTACT:

No Limit Agency

Jennifer Hoch

312-526-3996

jennifer@nolimitagency.com

Checkers & Rally's National Conference Celebrated Brand Reinvention Plan and Franchisee Successes

The Checkers & Rally's annual conference took place at The Hilton Orlando Bonnet Creek Sept. 10 through 11.

TAMPA, Fla. — Industry leader Checkers & Rally's has enjoyed a successful 2019, reaching milestones related to technology, third-party delivery, product innovation and more. With much to celebrate, the double drive-thru restaurant chain held its annual conference at the Hilton Orlando Bonnet Creek September 10 to 11. This year's conference also celebrated the brand's reinvention plan with a focus on Checkers & Rally's famously seasoned, #1 most craveable fries and its franchisee award winners.

CEO Rick Silva reflected on the brand's history at the conference. Despite a crowded marketplace, Checkers & Rally's has consistently gained momentum and is now beating the competition in an industry made fiercer than ever before due to new technologies and product innovation.

Now, the brand is focused on moving forward through its reinvention plan, "Food, Love, Fast" with the support of Dwayne Chambers, CMO and Minh Le, CIO, industry heavy-hitters and more recent additions to the executive team.

Chambers joined Checkers & Rally's in June, replacing former CMO Terri Snyder, who has been with the brand for over 12 years. Chambers presented the brand reinvention plan that includes winning with food, putting guests in control, and running restaurants to be proud of. Le is serving as the company's first CIO and has been tasked with serving at the forefront of an initiative to put Checkers & Rally's guests in control; an initiative that involves rebuilding and integrating the customer database in an effort to communicate with customers one-to-one and give them more of what they want, when they want it, to drive frictionless interaction and increase stronger sales.

"We're putting our guests in control through digital innovation, personalized guest relationships and an improved, customized experience," said Chambers. "We want to give our customers what they want, when they want it, in order to increase convenience for their experiences and understand their needs. We're revitalizing our brand image by 'winning with food' with a marketing plan that clearly differentiates the brand and brings 'Food Love Fast' to life," said Chambers.

The 2020 roadmap for the brand includes key initiatives focusing on Checkers & Rally's famously seasoned, #1 craveable fries and an emphasis on serving perfect fries, every time, for a targeted 90% fry satisfaction. Checkers & Rally's famously seasoned fries are usually the first impression that the brand has with its customers, drawing pertinence to the key initiative of improving customer satisfaction by getting the fries right every time—served hot and fresh, fully portioned and properly salted.

“We have to be fearless about innovating,” said Silva. “We’re reinventing our brand positioning in order to support our constantly evolving customers, our employees and our franchisees, who have continued to propel our brand forward.”

Checkers & Rally's celebrated its franchisee award winners which included “Franchisee of the Year with More than Five Restaurants” winner Javier Gomez of F&M Restaurants; “Franchisees of the Year with Five or Fewer Restaurants” winner Vijay Ghei of Fordham Foods USA; “Rookie Franchisee of the Year” winners Bob Ruggieri and Monica Wang of Synergy Restaurant Group; and “Legacy Award” winner Bruce Keehn, Sr., of Best Burger Management.

Today, Checkers & Rally's is coming off an eventful year of growth and change that included the launch of a franchisee-friendly third-party delivery system, the nationwide rollout of Instant Pay—an app that allows verified employees to access part of their wages after a shift and ahead of pay day—as well as the rollout of an improved learning management system (LMS) which has streamlined training initiatives.

For its delivery efforts, Checkers & Rally's partnered with five national delivery services to keep up with consumer demand while also ensuring order accuracy. To help facilitate delivery through so many avenues, the brand also partnered with the [online delivery enablement tool Olo](#).

The 2019 rollout of Instant Pay to the entire Checkers & Rally's system has allowed staff members to access up to half of their earned wages the day after working a shift. The program was tested in 22 stores in the Tampa market 18 months ago and has completed system-wide implementation in July 2019, which has led to a 12% increase in applications, a 20% increase in retention and a 13% decrease in absenteeism.

With an improved learning management system (LMS), the brand has streamlined training initiatives by focusing on training employees through the same base no matter the location.

“There is so much to celebrate and a strategy in place to ensure we’re moving forward to beat the competition with: Food, Love, Fast,” said Silva. “By meeting the needs of our customers with an integrated delivery system to keep up with consumer demand, rolling out Instant Pay to ensure our employees are getting paid when they need it and streamlining training initiatives

with LMS, we're ensuring the satisfaction of our customers and franchisees and celebrating those accomplishments in order to continue doing what we already do so well."

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.