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Charley Biggs Makes No Little Plans Dec 9, 2004

Branded foodservice program ambitiously targets c-store market

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INDIANAPOLIS -- Charley Biggs' Foodservice has launched the Charley Biggs' Chicken N' Sauce branded food program for the convenience store and grocery store market segments.

"Through our national network of distributorships, we anticipate more than 400 current c-store and grocery store retail outlets to transition their chicken programs from other providers to the Charley Biggs' brand and products," said Gerry Hays, president and CEO of EquityThink, the parent company of Charley Biggs'. "In addition to these conversions, we have already received commitments to open 25 new retail locations serving Charley Biggs' products in first-quarter 2005."

Charley Biggs' Foodservice brings c-store and grocery store owners a program that addresses their business needs, while ensuring menu flexibility at the store level, it said.

As part of its national growth initiative, Charley Biggs' Foodservice has also formed a supplier relationship with BKI-Worldwide, an international manufacturer of commercial cook and hold units, rotisseries, pressure fryers, ovens and baking equipment. BKI is operated as part of the Food Service Equipment Group of Standex International Corp.

Charley Biggs' products will have immediate national distribution through a number of foodservice equipment and product distributors, including Southern Food Systems, Inc.; Harmony Brands LLC; Triangle Refrigeration Inc.; America's Best Chicken & Sides; and B&H Wholesale.

The company plans to announce the addition of several equipment and product distributorships over the next four months that will bolster its national footprint, it said.

Charley Biggs' Chicken N' Sauce is a freshly prepared fried chicken program with products featuring secret breadings, seasonings and premium dipping sauces.





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