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Retail wrap: Checkers burger chain ramps up Houston expansion

By **Katherine Feser** Published 2:19 pm, Thursday, March 29, 2018



Photo: Checkers & Rally's Restaurants / Checkers & Rally's Restaurants



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Checkers & Rally's Restaurants is expanding in the Houston market. Many of the new Checkers locations will have the company's new 4.0 modular design for standalone drive-thrus.

Checkers & Rally's Restaurants, a fast-food burger chain based in Tampa, aims to open 20 locations in the Houston area this year, the company said. The Checkers-branded restaurants, operated by various franchisees, will be a mix of standalone drive-thrus, shopping center and convenience store locations.

"Our niche is the value proposition," director of franchise development Bruce Kim said.

Checkers keeps the average ticket under \$7, Kim said. It's able to do that by operating about 85 percent drive-thru locations, which contain only 1,000 square feet. Other cost saving measures include a new modular design, which is easier to permit and build, Kim said. The new "model 4.0" modular design uses structural steel and concrete, and comes pre-built in four pieces to be assembled on site.

Among the upcoming locations are 13500 S. Post Oak Road; 17694 Texas 6, Navasota; 11863 N. Sam Houston Parkway East, Humble; 500 I-45 South in Fairfield; 4892 FM 1960, Humble; 9 Uvalde Road; 12749 Market; 121 Remington Valley Drive; 3420 Chimney Rock; 2210 Teague Road; 9645 U.S. 90, Dayton; 7305 W. Broadway, Pearland; 15710 Ella Blvd.; and NASA Parkway and Sarah Deel Drive, Webster.

Since 2015, Checkers has opened 12 locations in the local market. The company's expansion last year was delayed by Hurricane Harvey and permitting and construction issues, Kim said. The chain, which has 875 stores in 34 states, could eventually have 90 locations in the Texas region center around Houston.