



# Sneedville Family Diner

Sneedville, TN



# A Seamless Conversion From Fuel to Food



The conversion from a convenience store to a quick service restaurant has brought this small Tennessee town a classy, retro dining experience, not to mention the best chicken in town.

The Swanson family is quite busy these days; what with a convenience store, car wash, laundromat, amusement business, and a quick service restaurant. In a small town like Sneedville, TN, population 2,000, you learn fairly quickly if you're going to be a successful operation. Judging by a sales volume of 10 to 12 cases of chicken per week, it's obvious that this family diner has hit the right chord.

Sneedville Family Diner was initially a convenience store with a foodservice program. It was later remodeled and converted into a full-time restaurant with a vintage 50's theme. The checkered tile floor, chrome chairs, Formica-topped tables, and the neon juke box are some of the touches that make this diner a gateway to a bygone era. One almost expects to see jocks at

the juke box, babes in the booths, and greasers in the parking lot.

Back here in the 21st century, it's not as much about being seen as it's about getting a great tasting meal at a great price. After adding Broaster® to their menu in September 2008, Sneedville Family Diner has doubled their sales. Customers come from as far away as Morristown, TN (an hour drive) to get great tasting Broaster Chicken®. With unemployment hovering around 18% in Hancock County over the last few months, Bill Swanson says Broaster has really helped them weather the storm.



With seating for 100, the Swansons keep their two Model 1800 pressure fryers busy and their deli case full. We look forward to hearing great things out of Sneedville and congratulate them for their success.



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