



The Store

Clanton, AL



The Store, Clanton, AL- Big Business in Small Town America



In 3 short years, The Store has seen its food sales grow by 20-25% behind the popularity of Genuine Broaster Chicken®.

Living in small town America does not preclude one from taking advantage of a national branded concept and being wildly successful. The Store, a local truck stop/convenience store located just off I-65 in Clanton AL, has spent the last 3 years watching sales soar to the tune of 20-25% over previous figures. James Wadsworth started with a franchise from a well-known "fried chicken business from Kentucky." After seeing that they could get similar brand recognition with better taste and superior service, Broaster® was a no brainer.

The most popular items at The Store are the 8-piece-cut Genuine Broaster Chicken®, tenders, and potato wedges. These items have been the driving force behind daily sales of approximately \$2,000; doing the math, that's well over a half million dollars in sales per year. That's not bad for a small store in

urban Chicago or New York, much less a small store in a little town in Alabama.

James has been very pleased with the assistance he receives from TSSI, Broaster's authorized distributor in Alabama. Along with their prompt service, TSSI keeps The Store up to date on all the latest market trends and new products.

When The Store was making the switch from a competitive pressure fryer to the Broaster pressure fryer, they were concerned about what their customers' perception of the product would be. Their solution was to put both products in the warmer together and let the chips fall where they may. After a few weeks, the competitor's chicken stopped selling and everyone was asking for the "new" chicken. As we all know, the customer is always right; in this case, what was right for the customer and The Store was Genuine Broaster Chicken®.



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