



WHERE THE CHICKEN ALWAYS COMES FIRST.

AND OPERATORS HAVE SUCCESS!

“It not only helped food sales, it helped the whole store.”

That’s Barb Grant, manager of Don’s Convenience Center and Car Wash in Fargo, ND. And what she’s talking about is her new SQUAWKERS® signage.

By all measures, Don’s is a brand new store that opened for business just this past Valentine’s Day. While they didn’t start Day One with Squawkers chicken in stock, it was pretty obvious to them that they needed a high quality food with a “franchise feel” to attract customers. Squawkers was the logical choice, because of the wide range of high quality products, and the attractive signage.

Although Don’s is in a major urban area, they’re in a new part of town, and their nearest competition is a mile-and-a-half away. That’s a good thing. And even better is that the construction in the immediate area has been bringing in a ton of new customers. “We’re getting a lot of construction workers who come in for coffee and wind up buying lunch to take with them. They really love our chicken.”

So Don’s business is taking off, in spite of a rocky start due to poor weather in early Spring. “Our Brakebush representative, Jay Kirkeby, promised to put on a chicken suit to help us promote Squawkers.” In fact, she says she’s trying to schedule Jay’s chicken suit debut to coincide with a live remote from a local radio station.

Don’s hasn’t done a lot of Squawkers promoting yet, but Barb does plan to do flyers and coupons in the near future. The convenience store has already provided their customers with free samples, which Barb said makes a world of difference. “Getting the chicken in people’s mouths is the key,” she says, “It sure looks good, but once they taste it, they almost always take some along.” Jay Kirkeby set up the whole sampling program for them, and even left some product behind so that they could sample on their own.

Currently Don’s is selling Buffalo Fillets, Tappers® Beer Battered Boneless Wings, Oven Lovin’ Chik’N™ Buffalo Boneless Wings, Original Breaded Fillets, Original Honey Touched® Drumettes, Gold’N’Spice® Tenderloins, and Fajita Breast Slices either individual servings or as part of a combo with French fries. They also sell Buffalo, Grilled, and Original Chicken Sandwiches. “The Buffalo Chicken Sandwiches are great sellers. Everybody loves them,” Barb adds.



Grab-and-Go station at Don’s Convenience Center and Car Wash

While Barb loves selling great tasting chicken, it’s the Squawkers signage that really impressed her. “It totally dressed up our store,” she says. “Before we had just a hot table with chicken in it. Now we have an eye-catching location. It has a real ‘destination’ feel to it, and I like that. And honestly, it makes the whole store look great. We love it.”

Don’s Convenience Center and Car Wash is located at 2500 52nd Ave. S. in Fargo, North Dakota.