



**For Immediate Release**

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## **SWAINSBORO'S FIRST ZAXBY'S HATCHES MONDAY, NOVEMBER 10**

*New Restaurant to Provide Residents Prepared-at-Order Chicken in a Casual Dining Atmosphere*

**SWAINSBORO, Ga.** (Nov. 6, 2008) — Zaxby's district manager Wes Kennedy will open the doors to Swainsboro's first Zaxby's restaurant this Monday. Zaxby's, a Southeast favorite for chicken fingers and Buffalo wings, is located at 410 S. Main St. The restaurant will operate Monday through Sunday, 10 a.m. to 10:30 p.m.

"We are pleased to offer Emanuel County its first Zaxby's location," said Kennedy, who now oversees operations of six management-owned Zaxby's restaurants in Georgia. "We look forward to introducing Zaxby's delicious, prepared-at-order food and superior service, as well as becoming a good neighbor in the community."

The new restaurant is one of the few Zaxby's to feature the company's new store design, which includes floor-to-ceiling brick walls, larger windows providing more natural light, modernized tables and booths, and a new color scheme, all complemented by an eclectic mix of photography and new signage. The 3,195-square-foot restaurant provides comfortable booths and tables, with a seating capacity of 71. Zaxby's also provides drive-thru services to meet the needs of customers on the go.

The new Zaxby's location is the first for Emanuel County and the 182nd for the Peach State. Zaxby's footprint includes more than 450 locations in 11 states — Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Texas and Virginia.

An alternative to fast food, Zaxby's offers prepared-at-order chicken fingers, wings, sandwiches and salads. Zaxby's most popular items are its hand-breaded Chicken Fingerz and Jumbo Buffalo Wings, smothered in a choice of eight sauces with names like Wimpy, Tongue Torch, Nuclear and Insane. The menu also offers innovative Zappetizers — Onion Rings, Tater Chips (home-style potato chips) and Spicy Fried Mushrooms, as well as a variety of Party Platterz perfect for any family gathering or special occasion.

Zaxby's also offers three salads, or Zalads: The House, The Blue and The Caesar. All are prepared at order, with grilled or fried chicken, three kinds of lettuce, shredded cheese, fresh veggies and juicy tomatoes. Customers have a choice of buffaloeed or blackened chicken when ordering The Blue. All of Zaxby's Zalads offer more chicken and unique ingredients, such as French-fried onions, and are larger than most salads offered elsewhere. Each Zalad is assembled at the time the order is placed, versus being pre-made and stored in a cooler.

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Zaxby's is a "quick-casual" restaurant chain headquartered in Athens, Ga. Zaxby's opened its first restaurant in Statesboro, Ga., in March 1990, and by July 2001 opened its 100th location in Jacksonville, Fla. Zaxby's celebrated its 200th restaurant opening in its hometown of Athens, Ga., in May 2004, and in December 2005 observed its 300th opening in Dallas, Ga. In October 2007 Zaxby's opened its 400th location in Macon, Ga.

### **About Zaxby's**

Zaxby's founders Zach McLeroy and Tony Townley looked around their community and saw plenty of fast food or sit-down dining options, but felt something was missing. They decided to provide the most delicious chicken fingers and Buffalo wings in town. That hatched a simple idea to create a fun atmosphere where food quality is of the utmost importance. In 1990, they opened the first Zaxby's in Statesboro, Ga. The concept, one of the early "quick-casual" restaurants, proved successful.

McLeroy and Townley opened four more restaurants, and in 1994, they began to franchise the brand. The food and service was so popular, the Athens, Ga.-based chain has boomed to more than 450 units in 11 states (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Texas and Virginia) and continues to grow. For more information, visit [www.zaxbys.com](http://www.zaxbys.com).

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