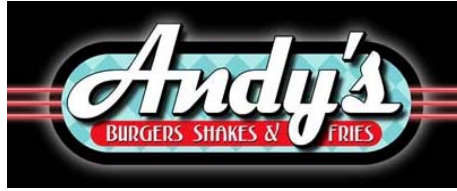


## STORE PROFILE – Andy’s Cheese steaks and Cheeseburgers



When Kenny Moore, founder of Andy’s tasted his first scoop of frozen custard and considered adding the product to his stores, he said it was as exciting as flipping his first burger about 20 years ago.

Andy’s is a step back to the 1960’s with great fresh food cooked while you wait and friendly wait staff dressed in poodle skirts taking care of you, while classic 60’s hits play in the back ground.

The 109 unit chain based in eastern North Carolina is in the process of rolling out a frozen dessert program like no other. 109 stores in 12 weeks: which keeps the corporate training staff and the franchisees hopping. Each location is making fresh frozen custard in store and offering traditional favorites such as Banana Splits, Turtle Sundaes and Twisters (a blizzard type item with a variety of “twist ins”)

The frozen dessert addition is creating quite the buzz in the local community with some stores reporting a 900% increase in frozen dessert sales. Andy’s staff is creating this excitement with an aggressive sampling program and specific custard menus. As if the food itself wasn’t a good enough reason to go to Andy’s. (My recommendation is the Chicken Philly Cheese steak, or the Andy’s size Cheeseburger. Wow)

We wish Andy’s all the best with the frozen dessert addition to the menu. If you are ever in North Carolina, please look em up. [www.andyscheesesteaks.com](http://www.andyscheesesteaks.com)  
If you don’t like the food, I’ll refund your money (Conditions Apply)