

STORE PROFILE

In August of 2006 Jennifer and DJ McKie came through the FDI Class with a plan to open a Gourmet popcorn and custard stand in Winston-Salem North Carolina. The store, Kernel Kustard opened in October 2007 and has had a steady line of Kustomers ever since.



As mentioned in QSR Magazine,

“Kernel Kustard has opened its first location in Winston-Salem, N.C., as a new specialty store serving frozen kustard with a mix of toppings and mix-ins.

Kernel Kustard also will offer a selection of gourmet, fire-roasted popcorn in Warm Caramel Corn, Cheddar Corn and Butter & Sea Salt flavors, in addition to kustard cakes, hot dogs, specialty beverages and other traditional, Chicago-inspired fare.

Kernel Kustard was brought to life by DJ and Jennifer McKie as the first concept from their restaurant-development group Focus Tank.

Brew Nerds, another of McKie’s new concepts is slated to open adjacent to Kernel Kustard by the end of November and offer classic coffee, espresso-based, and frozen beverages, along with an assortment of pastries. “We roast coffee fresh on site and we have car-side service. A nerd with a hand-held computer comes to your car and takes your order,” McKie explains.

The McKie’s also took advantage of sending their store manager BJ Fretzel through the custard course, which has helped him become more educated on the whole Kustard Konzept.

The store is located 1630 Fox Trot Court Winston-Salem, NC 27103 and more information about DJ and Jennifer’s store is available at www.kernelkustard.com





If you would like your store to be spotlighted in our Store Profile, please send us some photographs and a couple of paragraphs on you and your store. We would love to hear from you.