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FOR IMMEDIATE RELEASE

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## **Chicken Shack Plans to Hatch New Locations Outside of Michigan as Sobeck's®**

Warren, Mich., (March 9, 2021)- Chicken Shack, a 65-year-old Metro Detroit restaurant institution, will be expanding outside of Michigan as Sobeck's®. Currently, the Cleveland market is being targeted as the site for the first Sobeck's® restaurant.

Because of the Sobeck's® launch, Chicken Shack fans will start to see Sobeck's® on cups, shirts, packaging, sauces and other in store materials to strengthen the connection between Chicken Shack and the Sobeck's® family name.

The Sobeck family has invested millions into a state-of-the-art innovation center that will be used to train new and existing franchise operators and their teams. This new headquarters facility is complete with a recording studio where commercials and training videos will be produced as well as a test kitchen where new products will be evaluated and developed.

"We've had fans begging us to open in other states, and after doing our research, we realized that there are a number of other restaurants called Chicken Shack all across the country, so we had to register another name," said Neil Sobeck, Director of Operations for Sobeck Enterprises, Chicken Shack's franchise company. "We chose to use our family name as a tribute to our founders, John and Lola Sobeck. To link Sobeck's® with Chicken Shack we trademarked the phrase Detroit's Original Chicken Shack™, which will be used in all Sobeck's® locations."

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During the global pandemic, because of Chicken Shack's focus on carry out and delivery, the brand did not experience the same struggles as others in the restaurant industry who focused on in person dining. Chicken Shack has opened two new units in Metropolitan Detroit in the last 12 months.

"We know that our business model of carry out and delivery was exactly what people gravitated towards in 2020," said Sobeck. "Having online ordering, partnerships with Door Dash and having great tasting food was a recipe for success and we want to build on this momentum by bringing our products to more people in new states."

For more information, please visit [www.chickenshack.com](http://www.chickenshack.com).

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