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Roy Rogers® Restaurant Opens in Winchester Virginia

Area Residents are Invited to Celebrate at April 24th Grand Opening

FREDERICK, Md (April 23, 2015) – Roy Rogers Restaurants announces today its brand expansion with the opening of its newest location at 1551 South Pleasant Valley Rd. in Winchester, Va.

This Friday, April 24, 2015 beginning at 10:30 a.m., fans can enjoy their Roy Rogers menu favorites at the new location, celebrating the quick-service chain's return to the Winchester area in nearly 25 years.

Roy Rogers continues its growth throughout the Mid-Atlantic region, with plans to open several locations this year. With average store sales exceeding \$1.5 million, the chain has been strategically developing non-traditional units as a cost effective way to enter a new market.

“We are happy to announce the expansion with our new store in Winchester,” said Jim Plamondon, co-president of Plamondon Companies that owns the Roy Rogers Restaurants chain. “The Winchester residents and loyal customers have welcomed back Roy Rogers to their community with a tremendous response, and we look forward to opening our doors here.”

For the most enthusiastic Roy Rogers' fans, the first 50 guests in line on Friday will receive a Cowboy Cash gift card each worth one free combo meal per week for one year (\$500 value). Additional opportunities for giveaways will be offered throughout opening day.

“We have the best and most passionate customers in the restaurant business,” said Carrie Isabell, Director of Marketing at Roy Rogers Restaurants. “Our fans have been greatly anticipating the opening of our Winchester location for several months and we're excited to join this community.”

Roy Rogers cordially invites the community to come join the fun on Friday at 1551 South Pleasant Valley Rd. in Winchester.

About Roy Rogers

Based in Frederick, Maryland, the Plamondon Companies own and operate 23 Roy Rogers Restaurants, and oversee 25 franchise locations in the Mid-Atlantic region.

Roy Rogers Restaurants are known in the industry as the “Triple Threat” – serving USDA choice top round roast beef, hand-breaded, fresh fried chicken, and great tasting burgers. Unique to Roys is the Fixin’s Bar®, featuring a variety of condiments such as fresh lettuce, tomatoes, pickles, onions, jalapeños and signature sauces. Amenities include drive-thru, flat screen TV, and free Wi-Fi. For more on our business, promotions, products and franchise opportunities visit www.royrogersrestaurants.com, follow us on [Twitter](#) or join us on [Facebook](#).