



Two great tastes. One great place.

FOR IMMEDIATE RELEASE

Contact: Rick Rountree
rick@rickroutree.com
919-878-1144

Abingdon Hardee's Completes Remodel and Adds Red Burrito Mexican to Menu

ABINGDON, VA. (July 26, 2011) – The Hardee's® at 602 Cummings St. has not only undergone a major remodeling but is also becoming a Hardee's/Red Burrito® location today. The addition of the Red Burrito menu gives Hardee's customers here a chance to change it up by ordering Mexican fare.

The newly converted Hardee's/Red Burrito continues both inside dining and drive-thru service. The Red Burrito menu features fresh burritos along with other authentic Mexican-style items like a taco salad, nachos and soft or hard-shell tacos. All entrees are prepared with all-white-meat chicken or seasoned beef. The signature "Red Burrito" is made with chicken or beef, refried beans, rice and salsa, wrapped in a warm flour tortilla and topped with red sauce and melted jack and cheddar cheese.

The remodeling of the Hardee's here was just completed by franchise operator Restaurant Management Group (RMG) which has several Hardee's Red Burrito locations in the Tri-Cities region.

"We're excited about this fresh, new look and feel and to offer our Hardee's customers in Abingdon more variety with the addition of Red Burrito menu," said Jim Lutyens, RMG's vice president of operations. "We've made this conversion at select locations across the region and will continue with more. We're committed to Abingdon and pleased to show it with this remodel."

The Hardee's/Red Burrito dual-brand concept began at sister chain Carl's Jr. when the first Carl's Jr./Green Burrito restaurant was opened in California in 1994. It proved successful and Hardee's soon followed suit and now has over 100 dual-branded restaurants across the Midwest and Southeast.

The remodeled Hardee's creates a contemporary-style makeover of the restaurant. The restaurant now features the Hardee's "Classic Star" décor which includes barstool-height chairs and tables and stainless steel finishes to create a contemporized 1950s look. The highly stylized exterior showcases the latest Hardee's prototype restaurant design.

About RMG

Restaurant Management Group (RMG) operates 81 franchised restaurants across eight states, including 42 Hardee's locations. Founded in 2000, RMG is the sixth-largest Hardee's franchise in the U.S. with locations in West Virginia, Tennessee, Virginia, Ohio and Pennsylvania. The company's sister brand has locations in Tennessee, Virginia, Georgia, Florida and North Carolina as well. For more information, our coupons and to enter drawings for free menu items in our restaurants, visit www.rmgrestaurants.com.