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Charleston Hardee's Completes Remodeling and Adds Red Burrito Mexican to Menu

CHARLESTON, WV (June 14, 2011) – The Hardee's® at 4400 Pennsylvania Ave. has not only undergone a major remodeling but is also becoming a Hardee's/Red Burrito® location. 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 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 remodeling of the Hardee's here was just completed by franchisee Restaurant Management Group (RMG).

"We're excited to provide this restaurant a fresh, new look and feel and to offer our customers in Charleston more variety with the addition of Red Burrito," said Jim Lutyens, RMG's vice president of operations. "We've made this conversion at other locations in West Virginia and beyond and will continue with more. We're committed to Charleston and pleased to show it with this remodel."

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 Tennessee, Virginia, West Virginia, Ohio and Pennsylvania. The company's sister brand has locations in Tennessee, Virginia, Georgia, Florida and North Carolina as well. RMG is based in Kingsport, TN. For more information, our coupons and to enter drawings for free menu items in our restaurants, visit www.rmgrestaurants.com.