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New 'restaurant' opens in Rockmart

Mitch Abney is satisfying Polk, West Paulding and South Floyd counties' hunger for high quality and flavorful food with his second Bojangles' restaurant in the Atlanta metropolitan region. Abney's new Bojangles' restaurant is now open at 999 Nathan Dean Parkway, Rockmart.

The new restaurant's interior and exterior were built in Bojangles' updated design standards. It is the first constructed in the Atlanta area that reflects the brand's new prototype store, which includes a shift towards fast casual dining, blending quick service with a casual dining atmosphere.

"In and around the Atlanta area, business and residential growth is taking off and we want to be part of this trend by offering the tastiest chicken 'n biscuits restaurant in town," said Abney, whose first Bojangles' opened in 1987 at 135 North Main Street in Cedartown.

"Bojangles' has a strong brand and a large following. We are keeping up with the demand for Bojangles' with our second area location—a store that will impress new

and longtime Bojangles' fans with its vibrant, casual dining atmosphere," remarked Abney.

The brand attracts customers with its proprietary, made-from-scratch fare offering a flavor profile unlike anything in the market. Meal options are available all day, from breakfast through dinner and late into the night.

Abney has a long history in the restaurant franchise business. He spent 14 years owning a local McDonalds restaurant prior to joining the Bojangles' Franchise Group in 1980. When the Group was sold to its corporate parent in 1984, Abney decided to strike out on his own as a Bojangles' franchisee in Cedartown.

"I decided to stay associated with Bojangles' because I love the concept and also because the franchisor is great to work with," said Abney.

"They have remained committed to their brand since its inception 30 years ago, and that really means a lot to people. Especially those who have grown up with them and have high expectations for a particularly unique dining experience."