

# The Mountain Press

Sevier County's Daily Newspaper Vol. 24, No. 336 December 1, 2008 www.themountainpress.com 50 Cents

Monday

## Bojangles owner: Area still viable even in slow economy

By **JEFF FARRELL**  
Staff Writer

PIGEON FORGE — Despite the slowdown in the economy, the area is still attracting some national chains opening local stores.

Bojangles' Famous Chicken 'n Biscuits recently returned to Sevier County with a new location alongside a Pilot service station on the Parkway in Pigeon Forge. The old location, just

over the city limits in Sevierville, was owned by a different person.

Owner Mike White said he believed the new site would be very accessible, especially with the attached gas station. The heavy tourist traffic made this area attractive, he said, but they have been building heavily in East Tennessee in general.

"You've got a lot of traffic," he said. "Pigeon Forge and Sevierville, that whole area up there has a different

demographic from almost every other site we have."

Still, he said, they put a lot of thought into any area they pick. While the new location will be combined with the service station, it won't be the "half-restaurant" design that has become familiar in those situations, he said.

"You have to have the image of your restaurant, he said. "You have to be full size."

Combinations like this one with Pilot typically have better sales than average restaurants. That, combined with the traffic count in the area, made for an irresistible opportunity, even in a slow economy.

"That's why we were willing to do this now," he said. "There are still areas that are viable ... We're excited about being in Pigeon Forge."

[jfarrell@themountainpress.com](mailto:jfarrell@themountainpress.com)