

EV GRIEVE

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Checkers headed to 1st Avenue

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EV GRIEVE photo, July 2014

Higher rents forced longtime tenant Gabay's Outlet to leave First Avenue for a new home at 195 Avenue A earlier this summer. Work permits at the old storefront at 225 First Avenue between East 13th Street and East 14th Street reveal the new tenant — a Checkers.

In April 2013, Crain's reported that the fast-food chain was going to add another 22 restaurants in NYC by 2015.

Arlene Spiegel, a restaurant consultant, said this to Crain's about Checkers:

"I see them filling the space between quick-service-restaurants like McDonald's and gourmet burger concepts,"

said Ms. Spiegel. But she cautioned that it may be difficult for a suburban drive-thru concept to adapt to an urban market.

Here's the official Checkers story via the company website:

Checkers & Rally's restaurants were born out of the idea that a bland and flavorless burger was downright bad and that Americans everywhere deserved a better tasting burger — one that was unexpectedly bold, made-to-order and priced at a value that was hard to beat. Founded by experienced foodies with a renegade spirit, both the Checkers & Rally's unique double drive-thru concept, with its over-the-top checkerboard squares, chrome styling, red neon signs and of course the food, was an instant hit. ●