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Otter's Chicken Tenders to open first Murfreesboro location

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Otter's Chicken Tenders, a Nashville-based, rapidly growing restaurant concept known for freshly cooked chicken tenders and fast-casual dining, is set to open its first franchise in Murfreesboro.

The restaurant will be located at The Shoppes at Gateway Corner Shopping Center and is slated for completion in December 2008.

"We have been interested in opening a location in Murfreesboro for a while and just needed to find the right franchisee to own and operate the store," said Talbott Ottinger, president and founder of the company. "We are excited about the opportunity to introduce our concept and chicken to the community of Murfreesboro and will continue to provide the same fresh quality and comfortable dining experience that our customers in Nashville have come to expect."

In signing this first franchise agreement, Ottinger hopes to grow the concept with additional franchised locations in Middle Tennessee and elsewhere.

"Otter's has proven its ability to compete with national brands and we feel that we have been able to differentiate ourselves from other chicken concepts," Ottinger said. "We feel that this first franchise agreement validates our dedication to creating and refining the Otter's brand."

Otter's of Murfreesboro, which will be designed by The Innovations Group of Franklin, Tenn., will consist of 2,652 square feet of space and boast optional outdoor seating, a bar area with multiple plasma televisions and a private room available for groups. Convenient to Middle Tennessee Medical Center, which is currently under construction on Medical Center Parkway, Otter's of Murfreesboro will be optimally positioned to draw local residents and visitors alike.

"Murfreesboro is growing rapidly, and with MTSU around the corner, we feel like we've found an ideal location for an Otter's Chicken Tenders," said Beau Moss, owner of the new restaurant. "We knew that Otter's had a great product from the moment we first tried its food, and we firmly believe that Otter's will become a mainstay of Murfreesboro's varied dining options."

Beau and his wife Lauren will oversee Otter's of Murfreesboro. Hailing from Kingsport and Brentwood, Tenn respectively, both received Juris Doctorates from the Nashville School of Law. Beau will serve as primary operator of the first Otter's franchise, with additional support from Lauren, who will concurrently continue to practice law.

Besides serving fried, grilled and buffalo chicken, Otter's Chicken Tenders also serves several appetizers, including homemade favorites like fried pickles and fried mushrooms. The recently added Chicken Salad has been a big hit, as have been the quesadillas and wraps. The Murfreesboro franchise will include several beer selections on tap, as well as domestic and imported beers available by the bottle or by the bucket. The average customer's check at Otter's totals about \$8.

About Otter's Chicken Tenders

Otter's Chicken Tenders, founded in 2003 in Nashville, currently has locations near Music Row on Demonbreun St. in Nashville, on the corner of Jordan Road and Mallory Lane in Cool Springs area of Franklin, Tennessee and one under construction in the 5th & Main mixed-use development in East Nashville. Otter's mission is to serve fresh chicken tenders in a variety of tastes, in a fun atmosphere for customers and employees and is currently looking to expand throughout Tennessee and the Southeast through franchising. For more information, visit www.otterschicken.com.

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