



For Immediate Release

For additional information:

Talbott Ottinger

615-335-2023

tottinger@otterschicken.com

**OTTER'S CHICKEN TENDERS OPENS IN LAFAYETTE, LA
"Otter's Returns to its Roots"**

Lafayette, LA (January 19, 2009) - Otter's Chicken Tenders© recently opened its first location outside of Nashville, TN, but it was a homecoming for most of the founding members. Otter's was started by Talbott Ottinger, Stuart Ottinger, Steve Logan and Charlie Fitzgerald in 2003 in Nashville, Tennessee, but the ties to Louisiana and its founders' love for good food were never lost. With the Ottinger brothers and their good friend Charlie Fitzgerald all being born and reared in Lafayette, LA as well as many of Otter's investors being from the area, it is a natural fit to come back to where most of the founding members have their roots. When the owners decided to look at opening a location outside of Tennessee, they of course thought of Lafayette first and approached another long time friend with restaurant experience, Mari Alesi, about being their operating partner for the Lafayette location. After visiting Nashville and trying the product, Mari was convinced that it would be a hit in Lafayette as well. This of course was welcome news to the parents of the Ottinger brothers, Pat and Cheryl Ottinger, since they are two of the biggest fans and supporters of Otter's.

Otter's was founded in 2003 and has gained a faithful following of loyal customers since its inception. While other chicken concepts also exist, Otter's prides itself in its fresh product and its expanded menu items, all based on the chicken tender, with their own special seasoning and recipes. In addition to its staple product of chicken tenders served fried, grilled or buffalo style with french fries, Texas toast, cole slaw and one of its six choices of sauces, Otter's also serves wraps, sandwiches, salads, fried pickles and fried mushrooms and its newest addition of home style chicken salad based on a recipe given to them by the Ottinger brothers' mother.

"We really want customers to know that we are not fast food and consider ourselves a 'fast casual' restaurant," according to Otter's founder and president Talbott Ottinger. "We try to differentiate Otter's from other fast food concepts by making all food to order and bringing food to customers' tables as well as offering beer, which you can't find at your average drive through restaurant." While Otter's has a pick-up window for call ahead orders, according to partner Stuart Ottinger, the window is offered as a convenience to customers. However, Otter's would not sacrifice its quality in order to sell food in a drive through setting since some food items take more time to fix when ordered. "While we would love to offer a true drive through for customers, it is

impossible to fix most items on our menu in under three minutes, which is what would be required for a drive through.” Ottinger feels that “Quality and freshness are our goals and, since most people can call ahead and order just as easily, we hope they understand and appreciate the difference.”

Since opening its doors just days before Christmas with no public announcement, business has been “busier than expected” according to Alesi. “We had a lot of people anxious to try our product.” Alesi should know the restaurant business better than most at the age of 30 with a long history working at his family’s restaurant, Alesi’s Italian Restaurant, and also managing at the Townhouse Restaurant.

The Lafayette location is the first free standing Otter’s and totals 2,808 sf with an outdoor patio which seats 25 as well. The sports-themed restaurant includes 7 HDTVs and a HD projector with a 106” screen in the Bullpen, which Otter’s makes available for private parties and gatherings. Don’t be surprised to see jerseys and memorabilia from Otter’s most famous investor, Brandon Stokley, who currently plays wide receiver for the Denver Broncos and who has won Super Bowl rings with the Baltimore Ravens and the Indianapolis Colts. The location was also designed to be very energy efficient with upgrades such as spray foam insulation and a tankless water heater as well as environmentally friendly products like quartz countertops and compact fluorescent bulbs where possible.

Otter’s currently has three locations in the greater Nashville area and will open its first franchised location in nearby Murfreesboro, TN in March of this year. Otter’s has won several distinctions in the Nashville area including being voted “Best Lunch Spot”, “Best Late Night Dining” and “Best Cheap Eats” on a citysearch.com reader’s poll. Otter’s is currently franchising its restaurant concept in the Southeast and hopes to grow in Louisiana and Tennessee and other areas initially.

More information is available at otterschicken.com.

Location Information:

1845 W. Pinhook Road
Lafayette, LA 70508
337-237-7766

Hours:

Mon-Thur: 10:30 - 10
Fri & Sat: 10:30 - 11
Sun: 10:30 - 9