history of kenny rogers roasters

History

Kenny Rogers ROASTERS was originally set up by popular Country and Western singer, Kenny Rogers, and former Governor of the state of Kentucky, John Y Brown Jr., in 1991. Seeing an opportunity to provide healthy and deliciousfoodin a restaurantenvironment, Kenny Rogers ROASTERS opened its first restaurant in Coral Spring, Florida in August of 1991.

Internationally, Kenny Rogers ROASTERS has expanded to various countries around the world and has restaurants in Malaysia, Singapore, China, Indonesia, Bangladesh, Brunei and the Philippines.

Kenny Rogers ROASTERS was awarded three times in a row (1996, 1997, 1998) for the prestigious America's Choice Award Winner for the Best Chicken Chain by Restaurants and Institutions Magazine, a leading publication from USA. Kenny Rogers ROASTERS was also awarded the Master Franchisee of the Year 2000/2001and 2002/2003 by the Malaysian Franchise Association, an affiliate of the World Franchise Council.

Berjaya Roasters (M) Sdn. Bhd. is the franchise holder for Kenny Rogers ROASTERS (" KRR") in Malaysia. The company is a wholly owned subsidiary of Berjaya Group Berhad and was incorporated in 1994. In April 2008, Berjaya Corp Bhd (BCorp) wholly owned subsidiary of ROASTERS Asia Pacific and master franchise for Kenny Rogers ROASTERS fully acquired the chain's parent, US-based NF Roasters.

Kenny Rogers ROASTERS is a mid-casual dining restaurant with roast chicken as its main core item complemented by a rich variety of hot and cold side dishes. This is made up of Kenny's famous home-made muffins, jacket

potatoes, vegetable salads, pasta, soups, desserts and beverages served in a friendly and comfortable environment.

Frist Kenny Rogers Roasters in Coral Springs Florid

Menu

Kenny's Quarter Meal- RM 18. 50 Chicken Macaroni Cheese- RM 18. 50 Kenny'sFamilyMeal- RM 73. 50 Rock & Roll Spaghetti- RM 18. 50 Kenny's Chicken & Garden Meal- RM 19. 50 Chicken Ceaser Salad- RM 17. 50 Red Hot Meal- RM 18. 50 Tangy Chicken Spahetti- RM 18. 50