

THE ROANOKE TIMES

SUNDAY NOVEMBER 14, 2010

roanoke.com

ROANOKE, VIRGINIA \$1.75

Retail Roundup

New eatery may be coming

A chicken wings restaurant company that says it is focused on fostering a family environment at its eateries has its sights set on the Roanoke Valley.

East Coast Wings & Grill, based in Winston-Salem, N.C., wants to open a restaurant in the Roanoke area, and the chain is on the hunt to find a suitable location, according to a company news release.



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East Coast is considering grocery-anchored retail centers in the area for a future restaurant site. Its goal is to open a new eatery, either franchise- or company-operated, by the second quarter of 2011.

East Coast restaurants serve 75 flavors of chicken wings and 675 combinations of flavors, based on heat intensity. Additionally, its menus include salads, wraps, chicken sandwiches, hamburgers and buffalo shrimp.

Alcohol also is served at East Coast locations, but since as early as 2000, the company has tried to lessen its emphasis on alcohol sales to promote a family environment and stand out among competitors, according to its website. Alcohol makes up less than 8.5 percent of total sales for East Coast, while wings are more than 35 percent of sales, a news release said.

East Coast was founded in Winston-Salem in 1995, though new owners purchased the company in 2000. It has 15 restaurants in North Carolina, and wants to expand through franchises to more states, including Virginia, Tennessee and South Carolina, according to its website.

For more information about the restaurant company, visit www.eastcoastwings.com.