

CKE Restaurants, Inc. Inks Deal to Open 25 Hardee's(R) Restaurants in Pakistan

2008-06-17

CKE Restaurants, Inc. (NYSE:CKR) announced today that they have signed development agreements with MDS Foods Pte. Ltd. and Global Food Connection, LLC to open a combined 25 new Hardee's restaurants in Pakistan over the next five years.

MDS Foods will open 15 Hardee's units in Lahore over the next five years and Global Food will open 10 Hardee's in Karachi over the next four years. The Pakistan agreements are part of CKE's overall strategic plan to accelerate franchise development in international markets. Currently, CKE Restaurants franchises 294 international units between both its Carl's Jr.(R) and Hardee's brands. CKE is expected to open its 300th international restaurant during the second quarter of the current fiscal year.

"We are pleased to have MDS Foods and Global Food Connection as a part of the CKE team. Both companies have demonstrated a passion for our brand and a strong desire to offer the best quality food and service available in the Pakistan market," said Andrew F. Puzder, president and chief executive officer of CKE Restaurants, Inc. "We currently have 184 Hardee's restaurants in nine Middle East countries and our entry into Pakistan is an ideal extension of our brand's international presence. Hardee's already enjoys a strong following as many Pakistanis have become familiar with the brand as they travel and work between Pakistan and the Gulf Region where we have had a strong Hardee's presence for almost 30 years. We are thrilled to finally bring the great-tasting, premium burgers and other menu items that Hardee's offers directly to the Pakistan market."

Sohail Yousaf, chief executive officer of MDS Foods added, "We are very excited to launch Hardee's in Pakistan. People in Pakistan are looking for a change in their fast food choices and the market is mature enough now to cater to various multinational quick-serve brands. The most encouraging thing for us is the extremely positive response and level of awareness that we have received from our target customers on Hardee's entry into the market. We are determined to make Hardee's the leading brand in Pakistan by providing premium, high-quality products and exceptional customer service. We have aggressive growth plans for the northern region of Pakistan with plans for growth in all major cities. Our flagship restaurant will open in the heart of Lahore by the end of the year."

Shabbir Siddiqui, president of Global Food Connection, said, "Hardees's will bring premium charbroiled burgers and a unique dining experience to Pakistan that will fulfill the needs of fast food lovers in the region. In Karachi, we will make Hardee's the destination of choice for consumers and set the standard for great customer service, food quality, and a great dining experience."

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article33118.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html