

Huey Magoo's to open fourth location

Megan Ribbens Oct 1, 2015

A Central Florida chicken tenders restaurant chain is gearing up to open its fourth location along with some new branding and technology upgrades.

Oviedo-based Huey Magoo's early this month will open a new 2,400-square-foot store at 895 E. Altamonte Drive, Suite 1000, in Altamonte Springs. Matt Armstrong, co-founder of Huey Magoo's, told Orlando Business Journal the restaurant will seat 70 guests and will likely open by Oct. 10.



The fourth location is part of the chain's expansion plans, which also include two new corporate stores set to debut in 2016 in Central Florida, Armstrong said. He added that the chain also in negotiations with multiple potential franchisees, but no deals have been signed yet.

The news of a fourth location also comes about three weeks after Huey Magoo's re-opened its Oviedo store at 4293 Alafaya Trail, which was closed after a fire. Armstrong said the fire at the Oviedo store allowed the chain to make a lot of improvements to the store's design.

"We not only improved the exterior design, but also the branding elements, interior design, the flow of the restaurant, we upgraded our technology, upgraded a lot of our kitchen equipment to more efficiency. We've done almost wholesale changes compared to where we were 18 months ago," Armstrong said.

Both the Oviedo and Altamonte Springs locations will feature the new design, branding and technologies. On the branding side, Armstrong said the new logo and new menu board will likely be the most pronounced chain to guests. The new menu board will be upgraded from an aesthetics standpoint, but also offer new menu options, such as two new salads, a new sandwich, a new wrap, new side items and milkshakes.



Part of the chain's overall branding strategy also will highlight more grilled chicken options.

“There aren’t a lot of places out there that offer grilled chicken tenders. From a messaging standpoint, we’re trying to educate the consumer on chicken tenders. It’s a piece of the bird just like a leg, wing or thigh. There’s been so many products out there that are strips of breast meat or pieces of multiple parts. The tender is like the filet mignon of the chicken. We’re getting ready to launch a whole marketing campaign based on that education and that will help us get credit for the quality of product we’re putting out there.”



The Altamonte and Oviedo Huey Magoo’s restaurants also will feature new community tables manufactured out of old car or truck bodies along with custom antique barn wood walls.

Philco Construction was the general contractor for the Altamonte Springs location.

Other upgrades to Huey Magoo’s include new technologies such as:

- Digital marketing monitors
- Online ordering
- Online loyalty program
- Upgraded point-of-sale computers