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Lee's Famous recipe chicken

Reviving a Classic: Lee's Famous Recipe Chicken Gets a Modern Makeover

Lee's Famous Recipe Chicken has been an Ohio staple since 1966, when the first restaurant opened in Lima. In 2014, the brand began a major rebranding and modernization effort after being acquired by Chuck Doran's company, Far Hills Development.

Recognizing the brand's nostalgic appeal and strong regional following, Doran set out to modernize the chain without losing the essence that made Lee's beloved. The rebranding isn't just cosmetic; it's a comprehensive initiative touching everything from store designs and logos to menu presentation and digital ordering systems.

"I'm looking at a three-year plan to refurbish and reimage all of our stores, making them competitive with the other chicken concepts that have entered our market over the past 11 years," Doran said.

The transformation is already underway at several locations, where customers are noticing brighter interiors, streamlined drive-thru experiences, and a more contemporary atmosphere, all while preserving the homestyle charm that defines the Lee's experience.

"But now we need to refresh with new color schemes, updated signage, and a complete reimage of our stores," Doran added. "And we're doing it all while making sure we don't lose what makes Lee's special in the first place."

With a strong commitment to quality food and service, Doran has placed a heavy emphasis on teamwork and operational excellence. "I have this thing where I say, I want you to be foremen, not firemen. You know what I mean? Firemen are heroes because they put out fires and save the day, but a foreman builds from the ground up."

Crews. Customers. Communities. These three core values continue to shape how Doran wants Lee's to be known. His team makes a conscious effort to care for their employees, prioritize customer experience, and maintain a strong presence in the communities they serve, one of the many reasons Lee's remains so beloved.

"We really try hard to get out and be involved in our community so that they know we're there," Doran said.

With a clear vision and a commitment to quality, Lee's Famous Recipe Chicken is poised to reintroduce itself to a new generation, while staying true to the flavors and traditions that have kept customers coming back for nearly six decades.

To learn more about Lee's Famous Recipe
Chicken, visit their website:
<https://leesfamousrecipe.com/>

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