

Roosters to open at Pullman



Mark Webb/The Herald-Dispatch

Josh Circelli, Tom Berridge, and Keith Martin install the sign for Roosters restaurant Thursday, Aug. 25, 2011, in Huntington.

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The Herald-Dispatch

HUNTINGTON -- Kenny Harper has a personal challenge he has yet to meet.

He wants to eat 10 Roosters chicken wings, along with an order of cheese sticks, but he just can't do it. The wings are pretty big, and it's too much food, he said.

"And I've tried multiple times," said Harper, who will be manager of the new Roosters at Pullman Square, expected to open on Tuesday, Sept. 6.

Located in the former Frankie D's spot on the upper level of the Square, Roosters will serve a variety of fresh chicken wings, drenched in everything from "Super Killer" hot sauce to

mild sauce to teriyaki and barbecue. Salads, subs and pizza are on the menu as well. With exception of large orders of wings, nothing on the menu is more than about \$7.

"You can come here with a family or come out with the guys after softball or bowling," said Rob Lindeman, one of the partners who owns the Roosters chain, which has about 35 locations in Ohio, Indiana, Kentucky and now West Virginia. Huntington is the first location in the state for the franchise.

"Women in book clubs meet (in Roosters restaurants as well)," he said. "You'll see guys with ties on, college kids and blue collar workers. It appeals to a wide demographic."

Particularly since the recession, he thinks the restaurant has been successful because it's a good place to get quality food for less money.

"Huntington isn't the only city hit since 2008," Lindeman said. "You look at the landscape of the country and people are careful with their discretionary dollar."

Roosters should be a great fit for Pullman Square, said Bill Dargusch of Metropolitan Partners, which owns and leases property at Pullman Square.

"It's fun, lively and a real value proposition for its guests," Dargusch said Wednesday, during a visit to Huntington from Columbus, Ohio. "Huntington is a sports town, so we think they're made for each other."

Roosters will have 41 flat-screen TVs for sports fans to keep up with their favorite teams, and a layout that is brighter and more open than it was previously.

General contractor Jay Bailey and crew are helping transform the place. The walls are lined with yellow pine. The bar canopy was removed to create a more open space, so some of the energy from that area can spill over into the rest of the restaurant, Lindeman said.

There also will be outdoor seating, including a private patio with a TV and more comfortable outdoor seating, that can be rented for private game-watching parties, bachelorette parties or other functions.

Roosters is still hiring for a variety of positions -- hosts, servers, cooks, bartenders and management. It's expected to have some 100 employees when all is said and done, Lindeman said.

The restaurant will open at 11 a.m. daily and close when business declines, at about 10 or 11 p.m. on weekdays and midnight or 1 a.m. on weekends. For more information, go to www.roosterswings.com or call 304-522-9464 (WING).

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