

Freddy's fast-forward moves: Frozen custard chain plots more Oklahoma restaurants

by Brianna Bailey

Published: November 29th, 2011



Cinamon Brice, manager at Freddy's Frozen Custard in Edmond, prepares samples for customers Tuesday. (Maike Sabolich)

YUKON – Kansas-based Freddy's Frozen Custard & Steakburgers will open its seventh metro-area site in Yukon in January and has plans for another restaurant in Norman in spring 2012.

The chain is in the midst of an aggressive expansion plan that includes opening 20 to 25 new restaurants in the next year, said Scott Redler, Freddy's chief operating officer and co-founder.

"We're not just looking to open up a lot of new locations – our goal is to open every location correctly," Redler said.

The chain is expanding rapidly as part of the overall wave of success that fast-casual concept restaurants across the country are experiencing. Since opening its

first restaurant in Wichita in 2002, Freddy's has grown to 58 stores scattered across eight states.

The expansion plans also could include additional restaurants in Oklahoma beyond Yukon and Norman, Redler said.

Freddy's franchisee RKS Ventures Inc., which is opening the new Yukon and Norman sites, is also considering starting new Freddy's restaurants in Ponca City and Shawnee, RKS Ventures founder Bob Rasberry said.

Based in Wichita, RKS Ventures owns 10 Freddy's restaurants in the Oklahoma City area, Enid and Dallas.

Rasberry was Freddy's second franchisee. He opened his first Oklahoma Freddy's in 2005 in Enid.

"We've grown pretty quickly – we've seen our ups and downs with the economy, but are very pleased with our stores overall," Rasberry said.

Rasberry discovered there was demand for a Freddy's in Yukon through reading customer comment cards from his other restaurants in the area. The new 3,000-square-foot Yukon Freddy's is under construction at 1680 Garth Brooks Blvd.

Norman was selected as an area for expansion because of the large number of Norman customers who frequent the Moore Freddy's off Interstate 35, Rasberry said.

The site of the new Norman restaurant has yet to be announced.

"Our biggest demographic is families," Rasberry said. "We try to offer our guests a kind of a full-service experience where people can go out and eat with their kids and not have to shell out a lot of money."