

House Resolution 1686

By: Representatives Williams of the 119th, Quick of the 117th, Frye of the 118th, England of the 116th, Burns of the 159th, and others

A RESOLUTION

- 1 Recognizing Zaxby's on the grand occasion of their 25th anniversary; and for other purposes.
- 2 WHEREAS, childhood friends Zach McLeroy and Tony Townley opened up Zax, a chicken
3 restaurant in Statesboro, Georgia, in 1990, with the goal of enriching lives through
4 opportunity, community service, and a focus on the guest; and
- 5 WHEREAS, by 1994, demand for the company's chicken fingers and crinkle fries had
6 exploded, so Mr. McLeroy and Mr. Townley partnered with like-minded entrepreneurs who
7 were passionate about the food and the mission to franchise Zax into Zaxby's, and the
8 company began its meteoric rise to becoming a billion-dollar brand; and
- 9 WHEREAS, the State of Georgia has played an integral role in the success of Zaxby's, not
10 only by serving as the place where the company began but also by marking significant
11 milestones in the brand's story; and
- 12 WHEREAS, in 2004, Athens became the home of the 300th store and the launch pad for the
13 popular Zalad line; in 2007, Macon played host to the 400th store; and in 2010, Zaxby's
14 celebrated the opening of its 500th store in Tifton, Georgia; and
- 15 WHEREAS, in 2015 and early 2016, Zaxby's store count grew well beyond 700, and with
16 restaurants in 17 states, the brand has become known as the fastest-growing chicken chain
17 in the United States; and
- 18 WHEREAS, throughout the past 25 years and all of Zaxby's successes, Mr. McLeroy and Mr.
19 Townley have maintained that culture is the "soul of the brand," sustaining the company's
20 focus on its core values of guest service, developing talent, continuous improvement, and
21 operational excellence; and

22 WHEREAS, Zaxby's Franchising LLC is committed to its founders' vision of supporting
23 local organizations that provide services to enrich the lives of others, and the brand serves
24 as the title sponsor of Zaxby's Heart of Dallas Bowl, which honors first responders across the
25 country; and

26 WHEREAS, with its corporate office headquartered in Athens/Oconee County and stores in
27 cities and towns across the state, the "Indescribably Good" brand remains a real Georgia
28 success story, continuing to focus on providing both flavorful, enjoyable meals and offering
29 opportunities that enrich the lives of team members, guests, and the community.

30 NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES that
31 the members of this body recognize Zaxby's on the grand occasion of their 25th anniversary
32 and wish them continued success.

33 BE IT FURTHER RESOLVED that the Clerk of the House of Representatives is authorized
34 and directed to make an appropriate copy of this resolution available for distribution to Zach
35 McLeroy and Tony Townley.