

# Columbus restaurant chain going big with Ohio Stadium debut

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How about Roosters wings to go with Buckeyes football?

It'll be a reality this fall when the Columbus restaurant chain, and official wings provider of Ohio State University, becomes part of the concessions mix at Ohio Stadium.

The Roosters in the Shoe concession will be a sizable operation at the 105,000-seat stadium, spokesman Dan Ponton said.

"We're going to take a very, very large area in south stands with nine points of sale," Ponton told me.



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No seating will be available so the menu will be tweaked for easier eating on the go. It'll serve boneless wings, hot dogs, fries, tots and nachos for between \$4 and \$8.50.

Ponton said the company will be limited in its first year because of challenges in remodeling the space. It needs more hood room for grilling.

"We'll certainly be open and be selling 90 percent of what we want to sell," he said. "But one of the things we won't have this year is an actual grill. We planned on doing grilled chicken but have to put that off until next year."

Roosters will still have its 30-foot food truck set up between the 'Shoe and St. John Arena for home football games, Ponton said. Staking a claim to the Shoe is a natural extension for the brand, which two years ago opened two sites in the Schottenstein Center for Ohio State basketball games.

Both locations are coordinated through the university's Levy Restaurants Inc. concessions partner.

"Levy contacted me and said would you be interested in the Schott or the 'Shoe? I said, 'Hey, one step at a time.' We did the Schott and that's been hugely successful," Ponton said.

Roosters operates 34 locations in four states. It recorded an estimated \$46.2 million in annual sales, according to Technomic Inc.