



# Ben Ford, Branstetter Group Launching Chicken Concept

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The Branstetter Group, a flourishing hospitality management and advisory services company with notable clients across the globe, partnered with acclaimed Chef Ben Ford to launch a chef-driven, fast-casual chicken concept as well as grow Ford's Filling Station.

"Ben is a culinary icon and visionary in his own right, and I am proud to align with his brand and help expand his restaurants nationally," says Partner Vic Branstetter, who has over four decades of hospitality expertise and was one of the original founders of Hillstone Restaurant Group. Branstetter and team, including VP of Hospitality & Operating Partner Scott Shuttleworth, have the innate knowledge and resources to create innovative concepts for emerging and established brands and personalities, like Ben Ford and Ford's Filling Station, that captivate consumers and pioneer new ideas.

The Branstetter Group is working closely with Ben and his wife/business partner Emily to launch a modern day "roadside" chicken concept inspired by those old-school all-American chicken shacks with outposts along the highway that have garnered a legion of loyal fans. Featuring locally sourced produce and food at a great value, the restaurant will deliver a classic American menu of high quality chicken, sandwiches, customizable chicken baskets, crinkle-cut fries, shakes, frozen custard, seasonal fruit hand pies, beer and wine. Offering a fun, warm and lively ambiance, the restaurant will serve as a community gathering spot ideal for all-types of diners, including businessmen, families, travelers, and locals alike. "The moment I heard about Ben's new fast-casual chicken concept and tasted the dishes, I was confident that the concept would be successful and that The Branstetter Group could only further refine the quality, service, and overall guest experience that is aligned with what Ben has set out to accomplish," says Branstetter.

The Branstetter Group will ensure that each restaurant reflects the mission and commitment that are paramount to Ben and Emily, offering premium ingredients and food—traditionally only available at fine dining restaurants—made from scratch daily accompanied by speed, convenience, and value for the optimal guest experience. The company will oversee development, licensing, design, and operations for each location, as well as create innovative strategies to increase sales. "Vic Branstetter and his team bring to the table a genuine interest in our brand, allowing them to be a real partner that enhances our success," says Ben Ford. "With the expansion of my restaurants, I needed a short and long term strategy, and together, we have created a plan that targets the right opportunities for our long-term growth. I could not be happier that I selected The Branstetter Group to represent my brand to the world."

Since founding The Branstetter Group, Vic Branstetter has offered guidance to brands internationally with various menus and service formats from Fast Casual to Fine Dining, including Barnes & Noble, Lion Capital, Hyatt, La Dolce Vita, and Look Cinemas, among others. Providing onsite management, advisory services and expertise to corporations and businesses internationally, Branstetter helps brands achieve accelerated growth through attention to detail, quality and the highest service standards. He works closely with Vice President of Hospitality & Operating Partner Scott Shuttleworth, who is an invaluable member of the company with over 30 years of experience creating award-winning restaurants, and opening new concepts, such as SBE, Bistro Boudin, Boudin Bakery, and University of Southern California.

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