

Chicken In The Rough

In 1936, Beverly and Rubye Osborne were driving west from Oklahoma to California. Suddenly, a bump in the rutted road scattered the chicken and basket they were carrying. Picking it up, Rubye complained "this is really 'Chicken in the Rough'." With that chance remark, a fortune was born. Beverly turned his truck around and headed back home. A man who, on instinct, had made a modest fortune and lost it - Beverly reasoned that "fingers were made before forks" and that chicken could be a cheap source of food at a time when incomes were sparse. Soon, with the money he had received from the sale of his wife's wedding ring, he had an operation serving fried chicken with shoestring potatoes, hot biscuits and honey. That was the delectable meal that started "Fast Food - Fried Chicken Franchising" - long before McDonald's or Kentucky Fried Chicken .

By 1950, when *Time* magazine ran a feature article on the Chicken in the Rough operation, Beverly and Rubye Osborne were grossing almost two million dollars per year, had sold 335 million orders of their chicken, and had created 250 franchised outlets including some as far as Johannesburg, South Africa. Throughout his lifetime, Beverly Osborne held onto his strong belief that "in business, the product is the vehicle that is used to implement a strategy for creating a good idea."

Beverly Osborne realized that every entrepreneur needs a product or service that makes his/her business better by being different or unique. Due to his strong ideals, his belief in himself, and a "bump in the road," Beverly reasoned that fried chicken could be a great marketing and merchandising item for all types of food service operations. Thus, he created Chicken in the Rough® and the rest became history. [<http://chickenintherough.com/History.html>]

Note: The company's web site only shows three current locations.

