

THE LAURINBURG EXCHANGE

Captain D's sets sales record

by Kayloni Wyatt



Kayloni Wyatt/Photo Shirley Farris, manager of Captain D's greets customers at the restaurant.

Officials with the Captain D's in Laurinburg believe they have some of the best seafood in the area.

They say if that sounds like an improbable fish tale, just ask their customers.

The Main Street restaurant was recently recognized for having the most company wide sales last month.

According to franchise CEO Charles Graham, the Laurinburg Captain D's increased its sales by 10.1 percent, the highest out of the eight current locations in North Carolina.

"It's always nice to be recognized by your peers in the same industry," said Graham, chief operator of Dor Foods Inc.

Graham believes that with the restaurant being in the community for 22 years, they have been able to create a loyal customer base. Also their advertising helps the restaurant bring in more growling stomachs.

"Only as good as yesterday's results, we're going to continue to be successful every year," Graham said.

Shirley Farris, manager of Captain D's, said she was very proud of the award. Farris began working at the restaurant 13 years ago. The store, located in front of Harris Teeter, currently has 25 employees.

"We're producing sales with great hospitality and we're sticking to the standards we do things," Farris said.

Farris said the restaurant has also made an effort to be civic-minded, working with a variety of local organizations including the Boy Scouts of America, clothing drives, food bank, Relay for Life and Hospice of Scotland County. In addition, local churches hold car washes at the venue over the summer months. They also host school tours, where kindergarten classes have an opportunity to see the restaurant.

"We're right now in the process of helping support a local church in a golf tournament," Farris said.

The store was remodeled two years ago and business has been increasing.

"Customers love to come into a nice looking restaurant," Farris said.

The eatery strives on their freshly cooked seafood, chicken and other dishes. They also have non-fried items, such as shrimp, salmon, tilapia and chicken. The restaurant has a dessert menu as well.

"I wouldn't want to serve anything to my customers, that I wouldn't eat," Farris said.

All products are made from scratch at the restaurant, including the tartar sauce, she added.

"It's the same food, same product you'd get at a casual restaurant you just pay less for it," she said.

The restaurant is opened Monday through Thursday from 10:30 a.m. - 10 p.m. and Friday through Sunday from 10:30 a.m. to 11 p.m.

Graham has been with the restaurant since he graduated from college in 1987. He moved up in the ranks over the years to his current position.

Dor Foods is a franchise of the restaurant. They control other Captain D's located in Lumberton, Rockingham, Wadesboro, Charlotte and Monroe. There are currently 535 Captain D's restaurants in 25 states, including military bases.