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## FOOD & LIFESTYLE

# D'Bo's checkers its menu with burgers



David Boyd of D'bo's shows off his new burger.

## IN THIS ARTICLE

### David Boyd

Person

By Andy Ashby  
Staff writer, Memphis Business Journal  
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D'Bo's Inc. dba D'Bo's Wings N More is growing its business with a new "better burger" concept introduced earlier this year.

The local restaurant chain has created a gourmet burger concept called the Checkered Cow and is blending it into its four Memphis-area locations.

The concept, which offers turkey, beef or vegetarian burgers prepared 25 different ways, was a way for the 25-year-old D'Bo's to try something different.

“We were looking at trying to attract a different market,” D'Bo's president David Boyd, says. “Everybody who comes into D'Bo's, they just want the wings. We thought it would be great if we got into the ‘better burger’ business.”

The better burger concept, shown by Red Robin and Five Guys, is a fast growing segment of the restaurant market, according to Boyd.

The Checkered Cow has Angus beef burgers made a variety of ways. It even has a “Charity Burger” where customers can add \$1 to their order to benefit a charity of the month.

Boyd has incorporated the concept into current D'Bo's stores to save on start-up costs. The D'Bo's brand already attracts patrons and the infrastructure is already there.

“Eventually, we hope to grow out of the D'Bo's locations and into free-standing units,” Boyd said. “But being such a brand new product, it's really going to help us cost-wise to do it all within the one unit now.”

So far, it appears to be working; D'Bo's has grown revenue about 5-10 percent per store.

“It's been a great success,” Boyd said.

The concept also allows D'Bo's to diversify its revenue. Last year, chicken wing prices rose dramatically and put stress on restaurants like D'Bo's.

For more about D'Bo's, [click here for a Memphis Business Journal profile on the business.](#)

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