



Then as Now

Little Food, BIG TASTE!



1930s

1940s

1950s

1960s

1970s

1980s

1990s

2000s

1932



Rody Davenport Jr. and J. Glenn Sherrill open the first Krystal on the corner of Cherry and Seventh in Chattanooga, TN.



The first Krystal restaurant measured 10 feet by 25 feet and was constructed in what, at the time, was a revolutionary and expensive method of building.



The first Krystal menu included Krystal burgers, cold drinks, coffee, home made pies, a breakfast selection of eggs, toast, bacon and waffles.

1941



Krystal has 33 restaurants in Tennessee, Georgia and Alabama.

THE KRISTAL

Krystal creates its first logo, which stays with the company for 40 years.



As World War II begins, the nation faces food rationing, including beef. Krystal introduces chicken and egg sandwiches to keep up with business demands. After the war, Krystal returns to selling its signature burger.



Krystal adds the drive-thru window.

The Krystal menu expands with the addition of French fries, chili and milkshakes.



Krystal expands from downtown storefront locations to freestanding suburban units with parking lots.

1959



Jessie McDaniel, the longest working Krystal employee, still serving customers in July 2002, begins working at Krystal.

Ad slogans: "Get the Happy Krystal Habit" and "Krystal is for Everybody" are introduced.



Krystal's drive-thrus become a popular hangout for teens.

1965



Krystal opens its 100th restaurant.



The Krystal interior changes from stool to booth seating.

1968

Krystal introduces fried chicken to the menu.

Ad slogans: "Krystal's What You're Hungry For" and "Make Someone Happy."

1973



Krystal introduces the "Krystal Kritters" to entertain children and bring excitement to store openings.

1978



Krystal adopts the dotted logo to fit with the times.



Krystal uses new logo on wooden storefronts.



By the late 1970s, Krystal has more than 5,700 employees.

Ad slogans: "We're Really Cookin' at Krystal" and "When You've Gotta Have a Krystal, You've Gotta Have a Krystal."

1982



The company celebrates its 50th anniversary.



The "Memorobile" promotes Krystal's 50th anniversary.



Krystal launches a new brand with new logo and graphics.

Ad slogans: "If You're Burger's Not Square, It's Nowhere" and "Fresh, Hot, Small, Square".

1990



Krystal introduces the Sunriser, a tasty breakfast sandwich.



Krystal introduces the Chili Pup.

1997

During the summer months, Krystal introduces Vidalia Onion Rings, which become an annual favorite.

Krystal acquired by Port Royal Holding, Inc.

1998



Krystal introduces the Krystal Chik.



Krystal launches the "Sackful" campaign.



Krystal begins franchising and introduces the efficient and cost-effective KP-2000 restaurant model.

Ad slogan: "Little Food, Big Taste."

Restaurant News

Krystal ranks 7th in the Nation's Restaurant News 2000 for the highest sales per unit among Quick Service Restaurants, by selling more than 239 million hamburgers a year.

2001

Krystal opens its 400th restaurant.

2002

Krystal now has more than 6,800 employees.



Krystal and its franchise locations own and operate more than 420 restaurants in 11 states.

Fresh, Hot Off the Grill Since 1932