



DINE-IN OR CARRY-OUT

Freshness and family are two words that mean a lot to Texarkana Wingstop owners Doug and Lisa Sloan. Sloan first got into the “wing” business in 2004. He had been working at another food franchise for several years when his wife’s niece and nephew, Jana and Tommy Hicks, invited him to join their Stateline Avenue Wingstop franchise as a partner. The Stateline franchise, which opened in 2003, had introduced a new concept to Texarkana—it was all about the chicken wings, made fresh and to order.

“If it wasn’t for the Hick’s, I wouldn’t be in the business. I am very thankful for their help,” says Sloan. “Plus I liked the concept of the single product line.”

This single product concept makes it easier to do what Wingstop does so well. It requires less employees, who know their job roles, to provide local favorites like the hot wings and fries that are a hit in both the Richmond Road and Stateline Avenue stores.

“People swear that we put something in (the fries) to make them addictive,” says Sloan.

In 2007, Doug and Lisa became the sole owners of the Stateline Avenue franchise and the Richmond Road franchise followed in April 2009. The franchises became more successful following another new Wingstop concept. Prior to 2006, Wingstop stores across the country were only open from 4 pm until midnight. After Stateline was a test store for the lunch market, the corporation saw a huge opportunity for more profit for its franchisees and the restaurants started serving lunch.

So besides the wings and fries, what makes the Texarkana Wingstop restaurant

so special? Doug uses the restaurant and community involvement to give back to the community they service. He is active member of the Texarkana Chamber of Commerce and the Knights of Columbus. He also strives to serve Texarkana’s youth in various capacities. He works closely with each school district’s Partners in Education. Sloan is also an officer in the Pleasant Grove



Above: Doug Sloan, owner of Wingstop

Below (left to right): Doug shows how the wings are coated with one of their nine flavors. The Wingstop Truck is a landmark of the franchise. Wingstop’s wings and fries, and all the fixings, will make you want to come back for more!

Band Boosters and he works closely with the Sacred Heart Catholic youth group along with his wife Lisa.

Although, Sloan moved away from Texarkana for a short time during his childhood; he is proud to consider himself a Texarkana native. He is also glad that his children have grown up in such a special small town. He loves owning a local business, with great employees working for him, and knowing that several of his family members are also in the Wingstop business.

Sloan invites people to come in and check out the Wingstop concept and to enjoy one of the five lunch specials or family packs that the restaurant offers. He also reminds patrons that Wingstop has a great catering menu.

Sloan hopes that his focus on customer satisfaction will continue to help the Wingstop business to grow in future years. As his business and Texarkana grow, he hopes to expand to at least one more franchise in the surrounding towns.

While growth is important, Sloan stresses that customer satisfaction is the most important element in the equation. That’s what makes the business that he loves work.

“Our business is unique. We specialize only in wings (the fries aren’t so bad either),” says Sloan. “If (our customers) aren’t satisfied, they can call me anytime. We pride ourselves in having fresh and made to order food.”

Come check out the wings and fries at 4501 North Stateline Avenue or at 2700 Richmond Road. You can also view their menu at www.wingstop.com and order online or just call ahead. Sloan and his Wingstop team will have your made-to-order wings waiting when you arrive.

