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## New upscale Jack's coming to Pell City

by DAVID ATCHISON

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PELL CITY — Construction of a new Jack's restaurant could begin in September at the former Miller-Sutherlin Auto Mall site.

"We have already signed the purchase agreement," said Katie Reaves, who along with her husband Wayne own nine Jack's restaurants scattered throughout East Alabama.

Reaves, who is originally from Pell City and still lives here with her husband, said they are excited about opening a new Jack's restaurant in Pell City.

She said the new restaurant looks much different than the older Jack's restaurant, and the new restaurant will even have a fire place inside.

"Hopefully, everyone is going to love the new restaurant," Reaves said. "It's more upscale; it's very nice."

The couple owns the Jack's restaurant now opened in Pell City, which is on U.S. 231.

She said one of the reasons for the move is that there is not enough room for their drive-in at the current location. Lines at the drive-in would get so long during peak restaurant hours, cars would line up down U.S. 231.

Reaves said the new location will provide plenty of room for the drive-in, and easier access to the restaurant.

She said there is plenty of parking for regular size vehicles, as well as parking area for large 18-wheel trucks.

With the expected boost in business, the restaurant will also have more seating for its customers.

Reaves said the manager who runs the Jack's restaurant in Pell City, Sharon Rollins, will also manage the new restaurant.

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She said the developer should have the old Miller Sutherlin Auto Mall building dismantled and removed from the property, so construction of the new restaurant can start by the first part of September.

"If everything goes well, we could open the new restaurant by the end of the year," Reaves said, adding that the local Jack's restaurant is a family run business.

She said Brian Reaves, their son, is vice-president of operation. Their daughter-in-law, Lisette, even works for the company.

Reaves said she met her husband of 42 years at a Pell City church. He has worked in the restaurant business for 45 years and is originally from the Anniston area.

Mayor Bill Hereford said it is great to have a local family to operate a local business.

"Obviously, they believe in Pell City and are committed to Pell City," Hereford said.

He said the Reaves and Jack's restaurant are good corporate citizens.

"They have great food and restaurant - and of course I'm always looking at revenue for the city," he said. "They are a great revenue producer."

Today, the Reaves family has nine Jack's restaurants, which includes the restaurants in Talladega, Pell City, Sylacauga, Oxford, Anniston, Munford, Coldwater, Lenlock and Heflin.

The Jack's restaurant serves hand dipped Blue Bell Ice Cream, old fashion shakes, spicy fried chicken, and breakfast. Of course, the restaurant serves its famous Jack's Hamburgers.

Reaves said they will either sale or lease the old Jack's restaurant property.

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