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Back Yard Burgers opens on North Parkway

Omer Yusuf, USA TODAY NETWORK – Tennessee

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After closing its Jackson location five years ago, Back Yard Burgers, “the better burger franchise,” is back.

Back Yard Burgers reopened at 821 North Parkway this week under new ownership in Axum Capital Partners and with extensive renovations.

“We sure hope those that are fans of Back Yard Burgers, now that we’re back, will come and visit us,” Back Yard Burgers CEO David McDougall said. “We’ve got a great team at the new Jackson restaurant, so we’re looking forward to seeing the community of Jackson, Tennessee, come and pay us a visit.”

McDougall, who was not CEO when Jackson lost Back Yard Burgers, said the franchise had some “nice” success in Jackson in the past and there were a variety of reasons for why it closed in 2012.

“In retrospect, clearly the restaurant that (franchisee) Josh (Powell) is opening is one we should’ve probably just continued to operate,” he said. “I wasn’t here at the time when those decisions were made, but I know Josh is definitely very interested (in bringing it back).”

McDougall said some of the renovations included a revamp of the logo, plus exterior and interior adjustments to create a better experience for customers.

“People will find it’s a very comfortable and relaxing setting in the dining room, and aesthetically very pleasing,” he said.

Back Yard Burgers was founded in 1987 in Cleveland, Mississippi, and now has 56 locations in 11 states.

Reach Omer Yusuf at oyusuf@jacksonsun.com or 731-425-9637 and on Twitter @OmerAYusuf.