

Harold's Chicken has garnered a loyal following since its inception in 1950, famed for its crispy fried chicken, flavorful sides, and unique sauces. The expansion into Milwaukee is part of a broader strategy to reach new markets and introduce its iconic offerings to a fresh audience. With several locations already thriving in Chicago and its suburbs, the brand aims to replicate its success in Milwaukee, targeting neighborhoods that have shown an appetite for diverse dining options.

"Milwaukee has an incredible food culture, and we see a great opportunity to bring our Chicago-style fried chicken to this vibrant community," said Greg Thompson, Director of Expansion at Harold's Chicken. "We believe that our commitment to quality and flavor will resonate with local residents."

The new location is expected to open in early 2024, featuring the signature menu that includes not just chicken, but also fish and shrimp, alongside a selection of sides such as coleslaw, fries, and cornbread. Locals are already buzzing with excitement over the announcement, with many anticipating the added culinary choice amidst a landscape dominated by traditional Wisconsin fare.

However, some community members and local businesses have expressed skepticism regarding the impact of a national chain on the local economy. "While we welcome new dining options, we also want to support our local eateries. It's important that these chains understand the community they're entering," noted Sarah Collins, a Milwaukee resident and local business owner.

In response, Harold's Chicken representatives assure stakeholders that they will strive to engage with the local community through events and partnerships, reinforcing their commitment to being an integral part of Milwaukee's vibrant food scene.

As Milwaukee prepares for the arrival of Harold's Chicken, the city stands on the cusp of a culinary shift, blending local tastes with a celebrated Chicago tradition. The coming months will reveal how well Harold's Chicken can navigate this new market while maintaining its celebrated brand identity.