



Golden Corral's menu now includes website

by Bob Shiles, Staff Writer

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Amanda Marks, catering manager, from left, and general manager Tom Marks, join Golden Corral franchise owner Dalton Stocks on Thursday for the launch of the Lumberton restaurant's new website. | Staff photo by John Charles Robbins

LUMBERTON — Want to know what's going on at the Golden Corral in Lumberton? Just check out the restaurant's new website.

"We hope to let people know everything we do here," said Dalton Stocks, the local franchise owner.

The site, www.GoldenCorralLumberton.com, provides a variety of information about the restaurant, including hours and menus, coupons, catering menus, and times and availability of free banquet rooms.

It also provides a means to check on job openings and gift card balances, a community newsletter, updates on Children's Miracle Network fundraising efforts, and a chance to win free breakfast, lunch dinner and catering by joining the

restaurant's Twitter (@goldencorralum) and Facebook (Golden Corral Lumberton, NC) sites.

Very few local Golden Corrals have their own website, Stocks said, but to showcase all of his restaurant's offerings and community involvement he hired marketing specialists Bob Greene and Marguerite Greene, of Raleigh-based MARCCOM, to develop a marketing plan.

"I know about restaurants, food and satisfying customers," said Stocks. "But when it comes to marketing, I don't know anything about it."

The media and others involved in getting word out to the community about the restaurant were introduced to the new website during a luncheon Thursday.

"This is Phase One of the marketing plan — the development of a website," said Marguerite Greene. "More will come later."

In a brief presentation, she showed how the site can be used to easily reserve banquet and meeting rooms; obtain special coupons; learn about catering and party offerings; review menus; and view updates on the restaurant's involvement in the community, such as fundraising efforts for the Children's Miracle Network.

Stocks believes the website will be well received in the community.

"Since the site was launched a week ago, our catering and banquet businesses have already picked up," he said.

The Lumberton Golden Corral, on Kahn Drive, opened on Dec. 16, 2008. The 11,000-square-foot restaurant, managed by Tom Marks, who has worked for Golden Corral since 1982, seats up to 420 people.

When it was built, the Lumberton restaurant was the newest design that Golden Corral offered. Amenities include two custom-cooking stations and a pagoda bar where fresh Asian dishes are prepared.

Both Stocks and Marks say that the restaurant has been well received in the community since its opening.

"It has been hard for everyone the way the economy has been, but we try to offer good food at affordable prices," Stocks said. "About 75 percent of our food is made from scratch."

Golden Corral, headquartered in Raleigh, opened its first restaurant, in Fayetteville, in 1973. The restaurant's popular buffet includes a variety of food choices including meats, fish, pasta, pizza, fresh vegetables, salads and desserts.

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