

HAVE *the* LOVE®



FOR IMMEDIATE RELEASE

3/2/16

Contact: Alex Autry
866.252.1750, x129
alex@inklinkmarketing.com

Church's Chicken® Opens Newest Restaurant in Baytown, TX Travel Center

ATLANTA, GA – *Church's Chicken*®, announced a new store opening this week along one of the most highly traveled highways in the U.S. The new location, which will be the 1,131st restaurant in the domestic *Church's*® network, will be inside the I-10 Travel Plaza at 16151 I-10 East in Baytown, TX. With an average daily traffic count of more than 50,000 to 85,000 passenger vehicles along the I-10 corridor connecting the U.S. East Coast and West Coast, the new location is a big strategic win for *Church's* and its franchisee Khandakar Alam of Triple J's Fried Foods, Inc.

"There truly is no place like home," said Bill Schreiber, Vice President of Global Business Development at *Church's Chicken*. "We were founded 64 years ago here in Texas and have been serving up our iconic fried chicken and honey-butter biscuits to guests of this great state and all over the world ever since."

Within the greater Houston market, the new Baytown location is in good company. The Houston-metro area is home to 140 *Church's Chicken* locations; which ranks in the top five in market-size for the brand. This restaurant will feature the freshly reimaged *Church's* design. The STAR Initiative Design Package, coming to a *Church's Chicken* near you, boasts sleek, contemporary seating arrangements, modern architectural elements and LED lighting. The majority of *Church's* restaurants system-wide are investing in this facelift over the next few years. While the aesthetics may differ, guests can still expect the same quality hand-battered fried chicken, signature honey-butter biscuits and savory sides that *Church's* is known for around the world.

"The growth we've seen and continue to see in this market is simply remarkable," said Schreiber. "Enthusiastic franchisees with the passion to grow, a smart eye towards positioning, and love for the brand is what we look for, and that's what we have here."

About Church's Chicken

Founded in San Antonio, TX in 1952 by George W. Church, *Church's Chicken* is one of the largest quick service restaurant chicken chains in the world. *Church's* specializes in Original and Spicy Chicken freshly prepared throughout the day in small batches that are hand-battered and double-breaded, *Tender Strips*®, sandwiches, honey-butter biscuits made from scratch and freshly baked, and classic, home-style sides all for a great value. *Church's* (along with its sister brand *Texas Chicken*® outside the Americas) has more than 1,650 locations in 25 countries and international territories and system-wide sales of more than \$1 billion. For more information, visit www.churchs.com. Follow *Church's*® on Facebook at www.facebook.com/churchschicken and Twitter at www.twitter.com/churchschicken.

###

www.churchs.com

Headquarters: 980 Hammond Drive, Suite 1100 Atlanta, GA 30328 (770)-350-3843