

# HAVE *the* LOVE®



**FOR IMMEDIATE RELEASE**  
4/20/15

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## **CHURCH'S® OFFERS FREE 20-PIECE OREO® BISCUIT BITES™ WITH EVERY FAMILY MEAL PURCHASE DURING MOTHER'S DAY WEEKEND**

*Celebrate Mom with something sweet this holiday*

**ATLANTA – (April 20, 2015)** – [Church's Chicken®](#) is offering a special deal to those one in four families who eat out on Mother's Day weekend—a FREE 20-piece box of the brand's signature [OREO® Biscuit Bites™](#) with the purchase of any family meal. From May 8 to May 10, guests purchasing any family meal will receive a free family-sized box of the sweet treats, made from bite-sized scoops of Church's® signature scratch-made biscuit dough combined with OREO® crumbles and drizzled with sweet white icing.

During the introduction of OREO® Biscuit Bites™, Church's® served nearly two million Biscuit Bites™, making it one of the most successful limited-time offerings in the chain's history.

"We could think of no better way for families to 'Have The Love®' than by giving moms everywhere a break from cooking and a sweet treat on her special day," said Mark Snyder, Chief Marketing Officer of Church's® Chicken. "By giving away our family-sized OREO® Biscuit Bites™ dessert, there's plenty of sweetness for the whole family."

The retail value of the Mother's Day weekend giveaway is \$2.99 per 20-count box of the baked goodies.

Want a five-piece snack pack for an afternoon or after meal break? These may be enjoyed for just 99 cents, but grab them soon, because OREO® Biscuit Bites™ are only available at Church's® for a limited time.

### **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 23 countries and international territories and system-wide sales of more than \$1 billion. For more information, visit [www.churchs.com](http://www.churchs.com). Follow Church's® on Facebook at [www.facebook.com/churchschicken](http://www.facebook.com/churchschicken) and Twitter at [www.twitter.com/churchschicken](http://www.twitter.com/churchschicken).

### **About Mondelēz International**

Mondelēz International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2014 revenue of \$34 billion. Creating delicious moments of joy in 165 countries, Mondelēz International is a world leader in biscuits, chocolate,

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gum, candy, coffee and powdered beverages, with billion-dollar brands such as *OREO*, *LU* and *Nabisco* biscuits; *Cadbury*, *Cadbury Dairy Milk* and *Milka* chocolate; *Trident* gum; *Jacobs* coffee and *Tang* powdered beverages. Mondelez International is a proud member of the Standard and Poor's 500, NASDAQ 100 and Dow Jones Sustainability Index. Visit [www.mondelezinternational.com](http://www.mondelezinternational.com) or follow us on Twitter at [twitter.com/MDLZ](https://twitter.com/MDLZ).

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*OREO*® *Biscuit Bites*™ pair *Church's*® *Biscuit Bites*™ dessert with the chocolatey goodness of *OREO*® cookies from March 30 until May 31, while supplies last at participating locations.

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