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Church's® Opens Newest Restaurant

Iconic chicken brand unveils newest location in Phoenix, AZ

PHOENIX, AZ – *Church's Chicken*®, the brand famous for its original and spicy hand-battered fried chicken, honey-butter biscuits and signature sides, has recently announced the opening of its newest restaurant in Phoenix, AZ located at 2440 W. Bethany Home Rd. The Phoenix market is currently home to more than 30 *Church's* restaurants.

While the world-famous recipes remain the same, the international chicken chain will be introducing its sleek store redesign with this latest opening. The *Church's* STAR Initiative Design Package boasts a modern design, contemporary architectural elements, and bold LED lighting. Over the next few years, the majority of *Church's Chicken* restaurants system-wide are slated to undergo the STAR reimagining process. Already beloved for its quality, southern style comfort food, the brand's new look is designed to deliver an equally high-quality, dine-in experience that makes guests feel genuinely welcome.

"*Church's* has long been synonymous with high standards for our food, and market-leading value for our entire menu," said Bill Schreiber, Vice President of Worldwide Business Development at *Church's Chicken*. "The newest restaurant in Phoenix reflects a commitment to quality for every aspect of our business – from freshly prepared home-style products to an innovative restaurant design. Giving our guests the best-possible experience is key to ensuring our guests continue to make *Church's* first choice for quality fried chicken for many years to come."

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.

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www.churchs.com

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