

HAVE *the* LOVE®



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Church's® Goes Big on Value and Taste with Chicken & BISCUIT BITES™ *Special Meal Options Part of September's Chicken and Biscuit Month Celebrations*

ATLANTA, GA – Just in time for Fall and back-to-school activities, Church's Chicken® is making the comforting home-style taste of their signature hand-battered fried chicken and scratch-made honey butter biscuits available in a fun, convenient new size. New *Chicken & BISCUIT BITES™* are a perfectly portable, dippable and poppable version of the original: Church's all-white-meat *Tender Cruncher®* and *Biscuit Bites™*, which come with a honey dipping sauce. *Church's Chicken & BISCUIT BITES™* will be available nationwide, at participating restaurants, from August 31, 2015 through September 27, 2015, while supplies last. National Chicken & Biscuit Month takes place the entire month of September.

"There's something deeply satisfying about poppable portions," explained Adam Tabachnikoff, Vice President of Activation and Product Marketing for Church's. That's what *Chicken & Biscuit Bites™* are all about." The convenient new menu item also happens to be an ideal way to celebrate National Chicken & Biscuit Month in September, with easy on-the-go portions that can be enjoyed anytime, anywhere.

Participating restaurants will be offering several meal options, while supplies last, all focused on extreme taste and unbeatable value. Guests will be able to choose from an 8 *Tender Crunchers* meal with 4 *Biscuit Bites™* starting at just \$3.49. Families and groups will also enjoy the 20 *Tender Crunchers* meal, which includes 12 *Biscuit Bites™*, starting at an incredibly budget friendly price of only \$7.99. Perfect for snack time or anytime, Guests may also order 8 *Biscuit Bites™* starting at an unbelievable \$0.99.

"It's no surprise that Church's takes celebrations like National Chicken & Biscuit Month pretty seriously. Those are two great tastes that are at the heart of our brand. You simply can't 'Have the Love®' without Church's chicken and biscuits. So, for this September's national celebrations, we're making it possible to take that taste everywhere," added Tabachnikoff.

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

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