



NEWS

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Church's Chicken® Celebrates Chicken Fried Steak's Texas Heritage Brand Brings a Texas Favorite Back to the Menu Starting on October 31st

SAN ANTONIO, TX – *Church's Chicken*® is going back to its Texas roots with the triumphant return of its popular home-style Chicken Fried Steak Platter to the menu for a limited time only. Guests can enjoy a generous serving of the comfort food they love starting at just \$3.99 beginning Oct. 31 at participating restaurants.

The Texas staple has many mysterious theories surrounding its existence, but there's one thing we know for sure. Chicken Fried Steak is widely believed to have originated in the Texas Hill Country in the early 1900's and its popularity hasn't faded. Remaining a top choice among Texans, it's only fitting that *Church's*® brings their limited-time guest favorite back to its home state for all to enjoy with friends and family.

"Back in 1955, *Church's* got its start right here in San Antonio right across from the Alamo," said Jennifer Chasteen, Senior Director of Brand and Product Strategy at *Church's Chicken*. "Chicken Fried Steak remains a storied Texas favorite. It's a match made in heaven."

The Chicken Fried Steak Platter includes 5.3 ounces of tender, savory chopped steak, breaded and fried to perfection and smothered in rich country gravy, served with creamy mashed potatoes, freshly-made coleslaw and a signature honey-butter biscuit. It's the perfect Texas-sized helping of comfort food that is sure to leave guests satisfied for a tiny only-at-*Church's* price.

The limited-time Chicken Fried Steak Platter will be available at participating *Church's Chicken* restaurants in Texas until Jan. 1, while supplies last. Pricing and availability may vary.

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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