

# HAVE *the* LOVE™



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Contact: Alex Autry  
866.252.1750, x102  
Alex@inklinkmarketing.com

## **CHURCH'S CHICKEN® BRINGS NEW RESTAURANT DESIGN TO FLORIDA** **Chiefland, FL Location First in State to Model Brand's STAR Interior and Exterior Updates**

ATLANTA, GA – *Church's Chicken* fans in Chiefland, Florida are among the first in the State to see a whole new look for the famous hand-battered fried chicken brand. Last week, the 1904 N. Young Boulevard restaurant revealed the results of a complete interior and exterior renovation.

The Chiefland location has been part of the *Church's*® network for more than 20 years, and has the unique distinction of being the Florida flagship for the brand's STAR Initiative Design. The new décor package boasts contemporary dining room elements, highlighted by new seating installations, a modern color palette, enhanced architectural elements and sconce lighting. While guests may be surprised by the new facelift, they will be delighted to find that the mouthwatering taste of the crunchy, yet juicy fried chicken and the crave-worthy honey-butter biscuits, remain the same.

"At *Church's Chicken*, we aim to make our guests feel as comfortable as possible, without changing the key elements that have made this brand a household name for nearly 64 years," explains Bob Bray, Senior Regional Franchise Director at *Church's*. "We aim to continue satisfying the guests of Chiefland, Florida and look forward to the continued growth of this market."

"We always have our guests in mind," says Whitney Smith, *Church's Chicken* Franchisee of Hudson Food Stores, Inc. "New look, same great taste. We're happy to get back to serving up the freshness and quality our customers deserve at the value and expedience they expect. Hudson Foods, Inc. was founded in the early 1900s. The Smiths' grandfather had the first grocery store in the area in the 1930s. They currently operate restaurants in six counties in Florida and also operate other businesses across the Southeastern United States.

### **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](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).

[www.churchs.com](http://www.churchs.com)

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

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