



FOR IMMEDIATE RELEASE

2/27/2017

Contact: Daniella Delgado
(866) 571-3449
Daniella@inklinkmarketing.com

New 8-Year Deal between Church's Chicken® & Coca-Cola Promises More of Fans' Favorite Beverages

Fanta® Flavors, New Fountain Equipment and Exciting Promotions Planned for the Future

ATLANTA, GA – As part of its ongoing commitment to bring guests consistently high quality and crave-worthy flavor, Church's Chicken® announced a new 8-year agreement with The Coca-Cola Company. The nationwide deal, which features some of the beverage giant's most popular brands, also brings new equipment and promotional opportunities to Church's® 900 U.S. restaurants.

"We are very pleased to continue working with such an iconic brand as Coca-Cola®," said Joe Christina, Chief Executive Officer for Church's. "As we at Church's enter our 65th year, we greatly value relationships with other brands like Coca-Cola who share our commitment to quality guest experiences."

The most recent deal extends the long standing relationship between Coca-Cola and Church's. The new 8-year beverage marketing agreement will provide new fountain equipment throughout Church's entire domestic network and will feature a full line of Fanta® flavors – which are among Church's best-selling beverages every year.

"Our guests love the creative flavors and quality taste of Fanta," Christina continued. "Fanta Strawberry, Fanta Grape, and Fanta Orange are all among our fan favorites in many markets, and we're looking forward to making the most of a promising new decade with Coca-Cola."

Other Coca-Cola brands being featured at Church's restaurants include Coca-Cola®, Diet Coke®, Sprite®, and Minute Maid® lemonade, and fountain beverages. Officials at Coca-Cola echoed Church's positive outlook on the deal.

"Our restaurant partners are an important part of the Coca-Cola experience," said Krista L. Schulte, Vice President Foodservice & On-Premise with The Coca-Cola Company. "Church's is a prominent player in the quick-service dining category, which creates excellent opportunities for both brands to keep growing alongside each other. We are looking forward to supporting this marketing partnership with innovative ideas, fun branded promotions, and the level of quality that guests expect from Fanta, Coca-Cola, Sprite and all of our other brands."

New fountain equipment will start rolling out to Church's restaurants as 2017 progresses, although all Coca-Cola products included in the deal are currently in restaurants. Both brands are already in talks regarding development of

merchandising that commemorates *Church's* 65th Anniversary, unique *Fanta*[®]-themed events and giveaways, and other co-branded experiences.

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 1,600 locations in 27 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.

###