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Church's Chicken® Debuts in New Restaurant in Major Caribbean Market

Curacao's Largest Shopping Mall Location Opens with Three More Locations Soon to Follow

ATLANTA, GA – Strengthening its global presence, [Church's Chicken®](#) opened the first of four new restaurants in Curacao, a major Caribbean travel, banking, and tourism hub. The newest restaurant, a result of a new deal with quick service restaurant industry veterans, Inversiones VCR 2005, is located at the food court of [Sambil Curacao Shopping Mall](#), the largest shopping mall on the island. It will join St. Kitts, St. Lucia, and Trinidad & Tobago as part of Church's® growing reach throughout the tropics.

"We're very pleased to bring the Church's brand to such an important island destination," explains [Bill Schreiber](#), Vice President of Global Business Development at Church's Chicken/Texas Chicken®. "Chicken is tremendously popular throughout the region, and Curacao is a great fit for our quality products and our future plans for growth both here and in other island nations." Orlando Navas, Church's Chicken franchisee, agrees with Schreiber. "This location is an exciting beginning to an ongoing expansion," he says. "It shows how in-demand Church's is on the island and we are proud to be of service."

Guests in Curacao will be able to enjoy Church's signature, hand-battered fried chicken and honey-butter biscuits on any visit to the Sambil Curacao Mall, and in upcoming locations as they open. Church's fans on the island will also have a number of specialty products such as the iconic Mexicana Sandwich, Tex Supreme Sandwich, and Mexicana Wrap. Offered exclusively in international markets, the Mexicana Sandwich features a tasty chicken fillet, crisp greens, juicy tomato slices, onions, a slice of cheese, and crunchy tortilla strips.

"Products available exclusively in the international market are an excellent way to add to the brand experience for Church's, while also maintaining the core tastes for which we are known. The same will hold true as we spread into other Caribbean destinations, although the execution will be unique for each market," added Schreiber.

About Texas Chicken / Church's Chicken

Founded in San Antonio, TX in 1952 by George W. Church, Church's Chicken, along with its sister brand Texas Chicken outside of the Americas, is one of the largest quick service chicken restaurant chains in the world. The brands specialize 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 Chicken and Texas Chicken have more than 1,650 locations in 25 countries and global markets 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. Local Facebook: [Church's Chicken Curacao](#).

www.churchs.com

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