



NEWS

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Church's Chicken® Celebrates National Fried Chicken Day alongside Nation's Chicken Passionates **Leader in Fried Chicken Quality and Value Heads up Homage to American Classic**

Atlanta, GA – June 29, 2017—[Church's Chicken](#), the global quick service restaurant chain of chicken passionates serving chicken passionates, is celebrating the most American of comfort foods – fried chicken – in honor of National Fried Chicken Day, July 6. *Church's*® is world-renowned for its 65 years of freshly-prepared hand-battered and double-breaded chicken and fresh-baked honey-butter biscuits made from scratch daily, so it's no surprise the holiday is one of the brand's favorites.

National Fried Chicken Day is observed annually by fried chicken lovers across the country who celebrate this American favorite at their nearest *Church's* location, at home or at neighborhood gatherings. National Fried Chicken Day pays homage to the comfort this meal brings to Americans, as well as its continuing growth in popularity.

Fried chicken, along with other soul-food and Southern cuisine, continues to trend across the country, as evidenced by its steady growth in sales. Fast-food chicken sales growth has outpaced burger chains annually by more than double due in part to the meal's exceptional value and delicious flavor.

Perhaps no fast-food chicken chain is better positioned to celebrate National Fried Chicken Day than *Church's*, which has been delivering delicious, wholesome fried chicken, biscuits and home-style sides for great value since being founded by George W. Church, Sr., who perfected his fried chicken recipe using only quality ingredients and exceptional technique, 65 years ago in 1952.

"National Fried Chicken Day is our time to shine," said [Kevin Houston](#), Senior Director Research & Development at *Church's Chicken*. "It's a day for us to showcase the passion that we put into making great chicken experiences that guests love every day. This philosophy continues to guide our mission to become the global franchisor of choice."

Occurring soon after the July 4th holiday, National Fried Chicken Day is the perfect way to keep the celebration going into the week.

"I believe *Church's* serves the best fried chicken out there, continued Houston. "We hope our loyal fans, as well as fans-in-the-making, will visit their *Church's* location to celebrate National Fried Chicken Day with us."

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-

Cajun Operating Company d/b/a Church's Chicken and Texas Chicken
www.churchs.com

Restaurant Support Center: 980 Hammond Drive, Suite 1100 Atlanta, GA 30328 (770) 350-3800

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.

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