

It's Crunch Time!®



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TEXAS CHICKEN® EXPANDS PRESENCE IN SOUTHEAST ASIA

7 New Restaurants Planned for Laos in New Development Agreement

ATLANTA, GA – Already one of the most popular quick-service restaurants in Asia, [Texas Chicken®](#) recently finalized a deal that will increase the brand's exposure in the Southeast region of the continent. The deal, which features seven planned restaurants over the next few years, will make *Texas Chicken* the largest, most visible quick-service fried chicken restaurant in the country and its famous, quality fried chicken and signature honey-butter biscuits readily available to more than 6 million people who call Laos home.

"Construction on the first restaurant location is expected to begin within 60-90 days," said Jean-Boris Roux, Hospitality Division Director of [RMA Group](#) of Laos – the new franchisee for this endeavor. "We look forward to bringing the taste and expertise of *Texas Chicken* to Laos, along with the quality that is synonymous with the brand worldwide."

The RMA Group, through its subsidiary EFG (Express Food Group), currently operates pizza, ice cream, and BBQ restaurants throughout the region and has vast experience in entering new countries. A diversified company and leader in creating sustainable solutions in the areas of automobile, heavy equipment, engineering services and Franchised Food Services, RMA boasts over 30 years of experience in the Asia Pacific region and a strong dedication to quality and integrity.

"With its strategic location near Thailand and Vietnam where we currently operate 13 restaurants, Laos is a logical next step in our continuing development in the Asia region," said [Tony Moralejo](#), Senior Vice President & Chief Development Officer at *Texas Chicken/Church's Chicken®*. "Any time we have the opportunity to bring our brand to a wider audience with an experienced franchisee like RMA Group, it's a welcome expansion for the entire *Texas Chicken* brand."

The first restaurant in Laos is planned for Vientiane with a target opening of late 2016. Like other international *Texas Chicken* restaurants, the Laotian restaurants will have a core menu of classic *Texas Chicken* favorites such as hand-battered, freshly prepared original and spicy fried chicken and honey-butter biscuits.

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

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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.

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