



FOR IMMEDIATE RELEASE
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Chicken *MegaBites*™ Return to Church's Chicken® with New Smoky BBQ Flavor
All-White-Meat Chicken Bites Back In-Restaurant Starting Monday, July 30th

ATLANTA, GA – When [Church's Chicken®](#) first launched its all-new Chicken *MegaBites*™ last December – guests couldn't get enough of the 'larger-than-a-nugget but smaller-than-a-Tender-Strip®' boneless chicken option that was perfect for snacking and eating on the go. Now, the brand has announced it is not only bringing *MegaBites* back for a limited time – but it's also offering a brand-new way to enjoy *MegaBites*, with a new smoky BBQ seasoning that adds an extra burst of BBQ flavor to any meal.

"Chicken *MegaBites* offer all of the taste and flavor of our signature chicken, but in a portable, dip-able size," said [Jennifer Chasteen](#), Vice President of Brand Strategy & Activation for Church's Chicken. "*MegaBites* are just one more way we're offering guests more choice when it comes to quality food and hearty portions at a great value."

Original *MegaBites* and New Smoky BBQ *MegaBites* both start with juicy, all-white-meat chicken bites, marinated in Church's original seasoning blend, then hand-battered in the brand's signature crunchy coating, and fried to a golden, crispy perfection. Smoky BBQ *MegaBites* are tossed in a mesquite BBQ seasoning for a kick of smoky, tangy sweetness.

Available at participating Church's restaurants, while supplies last, guests can choose from three different *MegaBites* meal options, just right for any budget or appetite.

- 5-piece *MegaBites* and regular fries for just \$3
- 8-piece *MegaBites* plus any two regular sides and a *Honey-Butter Biscuit*™ for just \$5
- 20-piece *MegaBites* for only \$10

"We know our guests are especially busy this time of year with back-to-school, work and everything in between," added Chasteen. "Whether it's for a snack, meal or more, Church's Chicken *MegaBites* offer an unbeatable food value for the money."

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*®, honey-butter biscuits

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

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

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 1,500 locations in 23 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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