

It's Crunch Time!™



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Texas Chicken® to Accelerate Growth Throughout Middle East and Asia Pacific
Brand announces new leadership structure aimed at innovation, satisfaction and more

ATLANTA, GA – In a move to unite two highly successful regions and leverage their combined strength for better efficiency, profitability and further expansion, *Texas Chicken®* announced today that its Middle East/Black Sea Basin and Asia Pacific business units will now report to a single management team. In doing so, ***Texas Chicken will be bolstering the brand's ability to operate more seamlessly across 14 countries*** by sharing talent, resources, best practices and advancements in culinary innovation.

"The power unleashed by bringing both regions under one umbrella allows us to fully support continued expansion with field-based leadership and quicker decision making on behalf of our franchise affiliates," explained **Tony Moralejo**, executive vice president, International Business and Global Development for *Texas Chicken*.

Leading up the new organizational group will be **Amar Sandhu**, who will take on the title of Vice President, Texas Chicken Business. In the newly created role, Sandhu will be responsible for managing the Texas Chicken brand across all Middle East/Black Sea Basin and Asia Pacific markets – with an eye toward consistently elevating and enhancing brand experience. Sandhu brings diverse expertise to the position that includes operations, development, marketing, strategy, and a results-based approach for working with emerging and developing markets. Amar holds a Master of Business Administration Degree from the University of Western Ontario – Richard Ivey School of Business.

Sandhu has been a vital member of the *Texas Chicken* team for more than five years, and played a pivotal role in the successful launch of the brand in Singapore, Malaysia, Vietnam, New Zealand, Thailand, Pakistan, and most recently, Laos. Under his leadership, the brand has seen unprecedented growth in Asia, solidifying its position as the No.2 quick-service chicken brand in the entire region.

"I'm eager and motivated to lead our *Texas Chicken* teams toward reaching ever-higher benchmarks in guest satisfaction, innovation and best-in-class service for our franchisees," Sandhu said. "Together, we will see many achievements in expanding the global footprint of *Texas Chicken*."

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 1,600 locations in 27 countries

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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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