



NEWS

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\$5 Real Big Deal from Church's Chicken® Gets Even Bigger Starting Sept. 25th

New Feature Chicken and Side Dish, plus Raspberry Habanero Dipping Sauce Coming to Ultimate Choice Program

ATLANTA, GA – Ever since the launch the [Church's Chicken®](#) \$5 Real Big Deal, guests have been excited about the thousands of possible combinations of the brand's hand-battered, double breaded fried chicken, home-style sides, scratch-made Honey-Butter Biscuit, and signature Jalapeño pepper. Now, Church's® is taking the delicious taste of choice even further with new feature items and new flavors. Beginning September 25th, guests ordering a \$5 Real Big Deal can enjoy the brand's best-in-class *Tender Strips®* as the feature chicken choice, as well as *Jalapeño Cheese Bombers®* as one of the two included side items. As a bonus, Church's all new sweet-and-spicy Raspberry Habanero dipping sauce will be available to those wishing to add some extra "zing" to the \$5 Real Big Deal.

"Providing even MORE guest choices is an essential part of the \$5 Real Big Deal concept," said [Jennifer Chasteen](#), Vice President of Brand Strategy and Activation for Church's. "What began with a simple idea to give guests almost complete control over their meal options is now growing to become one of the signature dining experiences Church's offers. New features and new flavors are going to continue to be part of the \$5 Real Big Deal as it goes forward – so guests always have plenty of reasons to return and try a completely new combo on each visit."

Church's *Tender Strips* are boneless strips of juicy, white-meat chicken covered in the brand's signature batter and breading – and are available in both original and spicy. Each \$5 Real Big Deal includes 3 *Tender Strips* or, if guests prefer, 2 mixed pieces of original or spicy Church's fried chicken. The meal deal also comes with guests' choice of two sides – with options such as green beans, corn on the cob, baked macaroni and cheese, fried okra, or the ever-popular *Jalapeño Cheese Bombers*, creamy cheddar cheese bites with diced Jalapeño pepper coated in a crispy crunchy exterior. Each \$5 Real Big Deal finishes with one of Church's hallmark Honey-Butter Biscuits and a Jalapeño pepper for squeezing some extra heat over chicken. Guests may also add an extra kick to their order with the all-new Raspberry Habanero Dipping Sauce – a juicy burst of sweetness followed by the tantalizing fiery taste of habanero pepper.

"One of the best things about the \$5 Real Big Deal is that the possibilities truly *are* endless," Chasteen added. "Whether it's Raspberry Habanero Dipping Sauce, or another new item in the future, it's simple, easy, and tasty to add those to the extensive assortment of options that make up the \$5 Real Big Deal menu. Old favorites, new favorites, or a combination of the two – it only takes \$5 to enjoy all the best that Church's has to offer."

www.churchs.com

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About 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 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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